Three Great Newspapers Focus Attention On WFAA - WBAP Programs

The Radio Pages of The Dallas News, Fort Worth Star-Telegram and The Dallas Journal Are Vital Audience-Building Factors in the Southwest’s Most Prosperous Market

Vibrant public contact through the Power of the Press is an invaluable adjunct to the established Microphone prestige and popularity of WFAA-WBAP. It's a PLUS...not for sale...that contributes much toward maintaining 800 kilocycles as the favorite "spot" on the dials of radios in over a million Southwestern homes.

Radio page stories are not offered as a “free premium” to WFAA-WBAP sponsors. The papers’ competent radio editors, working independently of the stations, are “blue pencil artists”. Stories on individual programs are accorded space strictly on the basis of their news value. "Fillers" inevitably find their way to the wastebasket.

But the important point is that 365 days in the year, three excellent radio pages, blanketing the "readership" of North Texas, intensify listener interest in WFAA-WBAP.

50,000 WATTS

WFAA-WBAP

Member of The Texas Quality Network

National Representatives: Edward Petry & Co. Inc.
This month the **NATIONAL BROADCASTING COMPANY** is ten years old.

In those ten years it has grown to be the World's Largest National Advertising Media.

A RADIO CORPORATION OF AMERICA SERVICE
NEW ENGLAND is the highest per capita FOOD MARKET in the United States!

In the United States census of distribution showing annual per capita food purchases of 93 cities of 100,000 population and over, New England has cities among the first ten.

The average for these five New England cities is $111.43, against a national average of $55.30.

The average for all New England cities over 100,000 population is $101.60, and all but three are among the first 30 in the country. No New England city falls below $76 per capita.

The average for all New England cities and towns, totaling over eight million population, is $106.28.

Lynn, Massachusetts, leads the entire country with 128.46 per capita.

THE FIRST TEN

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Food Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lynn, Mass.</td>
<td>$128.46</td>
</tr>
<tr>
<td>2</td>
<td>Washington, D. C.</td>
<td>$126.93</td>
</tr>
<tr>
<td>3</td>
<td>Albany, N. Y.</td>
<td>$118.00</td>
</tr>
<tr>
<td>4</td>
<td>Newark, N. J.</td>
<td>$115.06</td>
</tr>
<tr>
<td>5</td>
<td>Hartford, Conn.</td>
<td>$113.06</td>
</tr>
<tr>
<td>6</td>
<td>Elizabeth, N. J.</td>
<td>$112.99</td>
</tr>
<tr>
<td>7</td>
<td>Boston, Mass.</td>
<td>$109.20</td>
</tr>
<tr>
<td>8</td>
<td>Wilmington, Del.</td>
<td>$108.89</td>
</tr>
<tr>
<td>9</td>
<td>Springfield, Mass.</td>
<td>$106.26</td>
</tr>
<tr>
<td>10</td>
<td>Somerville, Mass.</td>
<td>$102.74</td>
</tr>
</tbody>
</table>

Low Cost Coverage

The Colonial Network offers an economical means of reaching this great New England food market.

All five of the cities in the big-ten group listed here are within the intense listening areas of Colonial Network stations. WAAB, key station, alone covers three of the five — Lynn, Boston and Somerville. The 11-station coverage of the network as a whole takes in the major retail food centers from Bangor, Maine to Bridgeport, Connecticut.

Go the Colonial route. Get a New England-wide audience at low cost, plus intense local coverage where volume food sales are heaviest.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO. INC., Exclusive National Representatives
Two giants stand together. Radio, the younger — powerful, growing apace — greets the older, a mighty veteran whose years add nothing but spirit and strength. Gentlemen — we give you the Automobile Industry! • Like the automobile, radio (in little more than a decade) has become an integral part of American life; is even an integral part of the automobile itself! • But radio and the automobile are linked together in other ways — and in ever-increasing measure. In 1932, Columbia carried $123,753 of automobile advertising. By 1935, automobile advertising reached a peak of $2,488,939 on Columbia.

(The figures are for Columbia facilities alone, they do not include talent expenditures.) And 1936 will show an appreciable increase over the peak year of 1935! • The two giants now face a new year, a new era. They look forward to the bright auguries of 1937 — linked more closely than ever before.

---

THE BROADEST HIGHWAY OF THE AIR

Columbia is proud of its responsibility to the Automobile Industry... carrying more hours of automobile advertising than the other major networks combined.

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>TIME (E.S.T.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chevrolet Motor Co.</td>
<td>Rubinoff, Jan Peerce &amp; Virginia Rea &amp; Orchestra</td>
<td>Sunday 6:00-7:00 p.m.</td>
</tr>
<tr>
<td>Chrysler Corp.</td>
<td>Major Bowes' Amateur Hour</td>
<td>Thursday 9:00-10:00 p.m.</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>Ford Sunday Evening Hour</td>
<td>Sunday 9:00-10:00 p.m.</td>
</tr>
<tr>
<td>Ford Dealers</td>
<td>Fred Waring's Pennsylvanians</td>
<td>Tuesday 9:00-9:30 p.m.</td>
</tr>
<tr>
<td>The Nash Motors Co.</td>
<td>Floyd Gibbons, Vincent Lopez &amp; his Orchestra</td>
<td>Saturday 9:00-9:30 p.m.</td>
</tr>
<tr>
<td>Pontiac Motor Co.</td>
<td>News Thru a Woman's Eyes — Kathryn Cravens</td>
<td>Mon., Wed., Fri. 2:00-2:15 p.m.</td>
</tr>
</tbody>
</table>
Associated Recorded Program Libraries are being used by the nation's outstanding stations for the same reason that leading artists demand the finest of instruments. In music there is no substitute for quality.

Produced by
ASSOCIATED MUSIC PUBLISHERS, INC.
This Man went to the Meat Market

And then to the Fish Market

And then to the Fruit Market

But this Man went to One Market

where he bought everything under one roof.

HEARST RADIO offers you
10 MAJOR MARKETS.

From the time your order is placed until the last program is broadcast, you deal with but one organization under one roof. Isn't this a short cut?

HEARST RADIO
New York · Chicago · San Francisco · Los Angeles

WBAL · BALTIMORE  WCAE · PITTSBURGH  KYA SAN FRANCISCO  KEHE LOS ANGELES  WINS NEW YORK
KTSA SAN ANTONIO  KOMA OKLAHOMA CITY  KNOW · AUSTIN  WISN MILWAUKEE  WACO · WACO
SEIZING local and timely opportunities for unusually good radio publicity is just one of the many reasons for using spot-broadcasting to bolster or to supplant the usual network-type of effort.

Not only during the foot-ball season, but all year long, almost every locality and section has its own particular interests which can be featured and capitalized by smart radio advertisers.

And don’t forget the well-proven old saying that “a dog-fight in the home town is bigger news than a war in Europe”.

Why not give us a ring and get a list of local radio opportunities in your sales territories? Ten to one we can submit some dope that will give your sales-sense a new sensation!

FREE, JOHNS & FIELD, INC.
Electoral Augurs Well for American Radio

By Sol Taishoff

Stations and Networks Praised for Handling of Returns; President Reaffirms Faith in Broadcast Industry

THE TIDAL wave of votes that swept the Roosevelt administration into office for another four years indicates retention of the status quo for Roosevelt radio. There are few signs in the last four years of the administration's drive toward broadcasting the New Deal. Then the administration's role in radio was significant, it is regarded as the dawn of the post-Coleman era.

Radio covered the campaign, particularly by its nonpartisanship in contrast to the metropolitan press, which was preponderantly opposed to the New Deal. Now, in Washington, it is topping the job with an exhibition of news broadcasting unparalleled in radio history. Roosevelt's radio has performed its nonpartisanship so well that it is regarded as the head of radio broadcasting. It is performing its masterful handling of the campaign and its nonpartisanship so skillfully that radio is regarded as the head of the industry.

Based on observations gleaned from the last four years under the administration's broadcast industry, a new and networks alike became more firmly entrenched as a result of the campaign activities. It has expelled, not only the most unsettling and the few recriminations leveled against the medium were entirely political in nature.

Few Changes in Sight

The President, since assuming office, and even before, banked heavily upon radio as his primary medium of reaching the people. White House spokesmen have stated on numerous occasions that 85% of the circulation of the metropolitan press was "anti New Deal," and that for this reason the President is more than likely to continue his broadcasting. He has repeatedly expressed himself as sympathetic toward the American system of commercial broadcasting and has encouraged the drive toward greater stability of the industry.

FOLLOWING is the address of Chairman Prall of the FCC at the NBC Tenth Anniversary Celebration, New York, Nov. 9:

We of the Federal Communications Commission wish to join our Chief Executive in his expression of good wishes to the National Broadcasting Company. We wish also to commend NBC and its staff for their broadcasting contribution to the American people during this last decade.

My Dear Mr. Chairman:

I regret exceedingly that I shall not be in the present. I am bursting celebrating the tenth anniversary of the organization of the National Broadcasting Company of all, therefore, greatly appreciate it if I may through you extend hearty felicitations and best wishes to all who attended.

The company has achieved a decade of useful service which merits hearty congratulations. It is prophetic of future development that it could be achieved within such a short time.

Radio has made a general contribution to the cultural life of our people, especially in the maintenance of the open forum for friendly and open debate and discussion that gives the American system of broadcasting permanence. Radio broadcasting is an essential service to the American public in the moulding of public opinion. It must be maintained for the American people to have honest government without sinister control. Every controversial question was argued on a basis of unprejudiced organization and responsible parties or groups were permitted an opportunity to present views over the radio in the recent general elections. This is as it should be.

The National Broadcasting Company has made a contribution to the radio art during the past 10 years and I am sure that its officials will not fail to undergo their responsibilities for the future.

Very sincerely yours,

Franklin D. Roosevelt

Prall Asserts Government's Confidence in American Radio

The chief executive, read to 2,000 radio stations was regarded as a powerful communication from the President which in effect was a restatement of his faith in American radio. The FCC chairman followed with an unqualified endorsement of the American system of radio regulation, as supposed to the British system (see text of Prall address on this page).

From the radio regulatory standpoint, little change in the complexion of Washington's official radiodom is expected. The FCC, except for the existing vacancy in the post of secretary, is seen as substantially the same in executive personnel. Whether there will be policy changes will depend upon the elapse of time, and it is known, of course, that the FCC's most important matters as allocation principles and superpower are now under consideration.

Mr. Aylesworth, a member of one FCC member—Irwin Stewart, chairman of the Federal Communications—expires on July 1. He is a candidate for reappointment. A Democrat of Texas, Mr. Aylesworth is a graduate student of communications generally, having been appointed to the FCC from his post as communica-

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RCA Television Impresses Radio Industry

By Martin Codel

Broadcasters Ponder Practical Applications of the Art:
Viewing Stations Are Planned, Probably Next Year

Two more years—possibly less—and "Ike" will be ready. "Ike," the standard equipment of American broadcasting. "Ike," be it emphasized, is not the name of the television camera and pickup device which translates sight into electronic impulses for the broadcasting of visual images by radio. "Mike," of course, is audio radio's well-known microphone.

Before the American broadcasting industry can add the visual to the audible art, however, these basic steps must be taken, among many others:

1. Standards already agreed upon by RCA and NBC at least must be officially established by the Federal Communications Commission, which must also define the frequency bands, or "paths in the ether," to be used for home television receivers; the state also decides who shall be licensed for television broadcasting and presumably will see for themselves whether they want visual receiving apparatus, and decide what they can afford.

2. Now no secret to the broadcasting industry itself, television's familiar bugbear the American public. This will be done some time next year, probably early, I believe, by RCA and NBC at least through the simple expedient already devised in England and Germany—the establishment of public "looking in" posts at strategic places in New York City, and possibly in other big cities, at which Mr. and Mrs. American can see for themselves whether they want visual receiving apparatus, and decide what they can afford.

They Were Impressed

These are the next steps in television, for technically its remarkable state of development and its practical ability to deliver accurate picture action pictures (stereoscopic films) into the homes has been proved by the experimenters. What RCA and its broadcasting subsidiary, NBC, can do today, can be exhibited openly for the first time next year, and RCA and NBC officials and engineers have in their homes and offices to study receptivity of the Empire State transmitters. At left, O. B. Hanson, NBC chief engineer, is tuning the direct-viewing test model containing the 12-inch cathode-ray tube. At right, C. W. Horn, NBC research and development chief, is tuning the model containing the 9-inch tube whose screen is reflected for horizontal viewing on the upright mirror on which the seven top control knobs can be seen. Each model contains 91 tubes, all adown to the screening tubes and is controlled by 14 knobs. Both the number of tubes and knobs will be reduced before such sets are offered commercially.

No Longer Secret—Are the 70 experimental models of television, which RCA and NBC officials and engineers have in their homes and offices to study receptivity of the Empire State transmitters. At left, O. B. Hanson, NBC chief engineer, is tuning the direct-viewing test model containing the 12-inch cathode-ray tube. At right, C. W. Horn, NBC research and development chief, is tuning the model containing the 9-inch tube whose screen is reflected for horizontal viewing on the upright mirror on which the seven top control knobs can be seen. Each model contains 91 tubes, all adown to the screening tubes and is controlled by 14 knobs. Both the number of tubes and knobs will be reduced before such sets are offered commercially.

In the receiving sets using the 9-inch tubes; the three sets with 12-inch tubes were cruder cabinets with the Kinescope mounted later on for direct viewing (see photo).

The 9-inch tubes, framed picture 5½ x 7½; in size in similar picture 7¼ x 9½ incl. pictures. The smaller tubes have a smaller diameter, and the tubes are covered with their interior surfaces, onto which the electronic bombardments that make up the picture are "painted" in the bluish green hue. The larger tubes use a yellowish substance, and the picture tube is enclosed in a yellowish hue.

The same transmissions were picked up by both types of receivers and the images were built up of 343 scanning lines framed 30 times per second but interlace to frame actually 60 pictures per second. The images on both types of receiver were exceedingly clear—no aura, my own impression was that neither the green, which is supposed to be the industrial standard, nor the red eye can meet, nor the yellow caused any appreciable eyestrain though individual reactions may differ.

Shown first were closeups of the announcer, whom Betty Goodwin, a friend of the press department, who explained that she was in NBC's studio on the fourth floor of the same building, that voice and image were being carried via "Ike" and "Mike" through a coaxial cable, which will be used to connect the Empire State Building to the Empire State Building and that they were there being transmitted to RCA headquarters and translated there back into images and sound on the larger television.

Beauty on the Air

Then followed a conventional Pathe newscast, the subject being President Roosevelt at Hyde Park on election night. The picture was seen to be reasonably sharp, though there were weaknesses at times in the concentrations of light on the picture, of the screen's picture areas and almost always at the fringes of the oblongs. Getting close up to the receiver, it is seen that made the images were perceptible at eight or ten feet away, the lines could not be seen.

Televised next was a film of an "Artistic Beauty Pageant" announced by Vice President F. D. Roosevelt as the "first amateur television contest." Appearing in the film were redoubled pictures, which before in the NBC television studio, were such radio notables as C. W. Howard, Continental Radio Co.; Walter J. Damm, WMJ, and D. E. Plagge, KINC, all with William J. McDonald, and Chief Engineer O. B. Hanson. Their features were very near as clearly delineated as they could have been if scans had been made at the radios. Voices were perfectly synchronized and modulated. All of them were seen with the audiences with their friends and showing an occasion for considerable banter.

Next was a studio pickup of the
Four Inksots in vocal and instrumental harmony; a Robert Benchley film short; some crowning by the NBC star, Hildegarde; a filmed "trip" through the television studio and transmitter with closeup shots of the equipment. Attention of the audience was rapt throughout; I saw few persons turn away except to whisper to neighbors.

The demonstration for the press a few days earlier was much along the same lines. Then there were occasional flickers and blurs in the pictures, reminding me of the agged streaks of lines I had seen at the RCA's private television demonstration at Camden which I was told were due to ultra-shortwave ignition interference from passing trucks on a road nearby. The flickers were doubtless due to dia- lhermy and other electrical devices in or near crowded New York City; our demonstration, however, was remarkably free of flickers, due doubtless to the fact that it was a Sunday and few such machines were in operation. RCA officials claim, moreover, that they have developed means of overcoming most man-made interference.

The studio images, of course, came from the NBC television studios, which heretofore have been guarded against the curious; the films were simply fed into the Iconoscope. The transmissions from the Empire State Bldg. transmitter were carried on 42.75 megacycles for the pictures (which required not less than a 1,500,000 cycle path and eventually may require up to 3,000,000 cycles), and the sound was carried on the 52 megacycle frequency. The visual transmission from the mile-away transmitter consumed 8,000 watts of power, said to be the highest power yet attempted in television transmission, and the audio took 12,000 watts; the former was modulated 75%, the latter nearly 100%.

The two types of tubes, I was told, were simply being tried out for comparisons. So far the RCA researchers are satisfied with both, although it was said that a lot of experimentation with the oxides and materials used to produce luminosity in the Kinescope tubes remains in order to equalize the light values.

What They Think

After the receiving demonstration, the audience was taken to the studio to look over the complicated electrical, mechanical, staging and makeup apparatus. Makeup is far different from that required in the movies, offering many problems in getting proper shadings and reproduction. Then we were taken to the Empire State Bldg., for a view of the transmitting equipment. The rain-laden atmosphere which engulfed the 86th story of that tall edifice made it impossible to see what the antenna looked like.

Practically to a man the sta-

tion owners and managers who saw the demonstration were enthusiastic—and many of them immediately began to ask when apparatus will be available for local transmitting installations. This and other questions were anticipated by Lenox R. Lohr, NBC president, who answered them in a short talk at the luncheon afterward in the Rainbow Room [see story on page 12]. To get a more specific cross-section of reaction, I asked some of those attending to comment. This is what they said:

Andrew W. Cruse, chief of the Department of Commerce electrical division, who last year spent a month in Europe on a special official mission studying European television—"Much better programming than anything seen in Europe. No delays. Upholding the tradition of prompt presentation established, or rather originated by American broadcasting."

Maj. Gladstone Murray, newly-

PICTURE OF A PICTURE—This Leica camera shot one of the images demonstrated in RCA's television exhibition is an almost exact size reproduction of what the televiewers saw on the newly-developed 12-inch cathode-ray tube's fluorescent screen, which framed 9 1/4 x 7 1/4 inch pictures. The subject was a four-year-old playing a sax with a military band led by his father. It was televised from a network, the film being projected into the Iconoscope, relayed via coaxial cable to the Empire State transmitter, thence transmitted with synchronized sound back to the televiewing studio in the RCA Bldg. where 5 televisions, 12 using the 9-inch tube and three the 12-inch tube, reproduced it with remarkable clarity. The 12-inch tube screened images of a yellowish hue, and this is the one that will probably be adapted for European television—ultimately for the eventual 441-line images that will displace the present 343 lines, framing 30 pictures per second interlaced to produce 60 per second. The 9-inch tube framed a 9 1/4 x 7 1/4 inch picture, seen through a bluish green background but equally clear. This being an enlarged camera shot, the sharpness of detail which the eye saw is somewhat lost in reproduction—but practically all observers agreed that both the direct studio pickups and newscast subjects were remarkably clear and very nearly compared with home movies in their brightness and detail.
MORE TELEVISION IMAGES—These unretouched candid camera pictures were taken with varying success directly off the cathode-ray screens at the Nov. 8 television demonstration by O. B. Hanson, NBC chief. Both have considerable of their sharpness in these reproductions but they give a general idea of the subjects appeared. At left is an excellent photo of a "still" shot that was televised, the photo showing none of the lines and very nearly equaling what the eye (which compensates easily for certain detail losses while watching either television or the movies) actually saw. In center, President Roosevelt as televised from a new rede. At right, NBC's television mistress of ceremonies, Miss Betty Goodwin of its press department, as televised in the studio.

appointed general manager of the Canadian Radio Corp.—"A most interesting exhibition. Television is on the way. We shall be ready for it when it comes."

Purnell H. Gould, WFBF, Baltimore—"Very revealing. Will undoubtedly mean a closer working relationship, if not actual merger, with radio, newspapers and motion picture companies."

J. I. Meyerson, WKY, Oklahoma City—"This was my first view of television since its earliest days, and I am amazed at the near degree of perfection to which the image has been brought. While undoubtedly there remain technical difficulties still to be overcome, these are problems which will be solved at a relatively early date by those who have brought television to its present status. All of us now are more keenly aware of what has been lost in the resumption of its commercial possibilities and its costs as outlined by those who have studied these subjects."

George W. Norton Jr., WAVE, Louisville—"It just can't be sold!"

William Pay, WHAM, Rochester—"The television demonstration was astounding clear and a great revelation."

Elsey Roberts, KFRU, St. Louis—"This is comparable in importance to Alexander Graham Bell's first demonstration of the telephone."

Charles A. Webb, WWNC, Asheville, N. C.—"The television demonstration was marvelous, almost unbelievable. The possibilities of this great invention are staggering."

A. L. Glassman, KLO, Ogden, Utah—"The smoothness of the demonstration, the lack of distortion and flicker, was marvelous."

Campbell Arnoux, WTAJ, Norfolk, Va.—"Television has advanced far beyond my expectations. It definitely seems to be a factor of great importance in the immediate future. It was a very impressive demonstration."

Harold M. Wheelahan, WSMB, New Orleans—"Excellent definition. I thought the yellow preferable to the green tints. The entertainment value was high. There is plenty of room for improvement, however, in the lighting to obtain uniformity of image and eliminate eye strain."

D. E. Kendrick, WIRE, Indianapolis—"The television demonstration today brought to mind the amazing rapidity with which the art has progressed since I wit-

lohr, saying Television Is Here, Answers Some Questions

INFORMATIALLY chatting about the television which RCA and NBC demonstrated for the first time to a group of owners and managers of its affiliated stations Nov. 5-8, Lenox R. Lohr, NBC president, asserted "there is no doubt in my mind that through field experimenta-
tion television is making rapid strides toward ultimate commer-
cial service," adding that the demonstration was an example of what has been done daily in secret over the last few months and what now can be shown daily on a daily basis.

Mr. Lohr and his aides made it clear, however, that television transmitters and receivers are not yet ready for market. For one thing, he pointed out, the standards must yet be fixed definitely so that receiving sets, which must be synchronized with the transmitter "like lock and key," will not be rendered obsolete overnight by some new developments.

Mr. Lohr ventured the "guess" that television will be ready for commercialization in about two years. He said it will undoubtedly be a city service for many years since the radiation limitations of the ultra-short waves now extend only to the horizon. He estimated that a 60-mile radius may be the limit, and he pointed out that he has been able to pick up very clear images from the Empire State transmitter at his home in Tar-rytown 27 miles away.

Television, he said, will not displace sound broadcasting, although radios of the future will undoubtedly be all-wave sets so as to bring in regular sound programs apart from sight-and-sound in synchronism. At the outset he foresaw only a few hours a day of television service in prospect.

It was the NBC president's view that both the 9 and 12-inch tube demonstrated were practicable and will be the ones used in the home sets eventually to go on the mar-
ket. He said he believed the 12 inch tube, which frames a 7½ x 10¾ inch picture, was large enough for the home set because

(Continued on page 72)

INSIDE THE STUDIOS—This is the first photograph released of NBC's television studio for direct pickup in Radio City. Inside the two Iconoscope cameras, which constitute the "television eye", the images Grace and Eddie Albert are changed from light into electrical impulses, transmitted via coaxial cable to the Empire State transmitter and thence broadcast on ultra-shortwaves. The setup is not unlike that of a motion picture studio, except that the shots must be closer to get best results. Two Iconoscopes at shown here, one for closeups and one for longer distance shots. Elaborate lighting arrangements and "mike boom" rarely are needed for the sight-and-sound pickups, not to mention trick uses of makeup which are still the subject of study and experiment.

(Continued on page 70)
Tributes Are Paid To NBC Progress At Gala Banquet

President, Prall, Foreigners Praise Decade of Advance

At right is photograph of the NBC Tenth Anniversary banquet, attended by 1,600 persons at the Waldorf-Astoria Hotel, Nov. 9.

THE BIGGEST radio gathering in radio history assembled at the Waldorf-Astoria, New York, Nov. 9, to pay tribute to NBC on the occasion of its tenth anniversary as the world's first network. With some 1,600 in attendance at a banquet, the high point of the network's observance of its first decade in radio was reached as several speakers predicted the next 10 years would bring television into full blossom and hailed American broadcasting as being in the forefront of world development.

Broadcasters, radio advertisers, advertising agency officials and outstanding artists joined with more than 35 radio dignitaries from foreign nations in the salute. The guests heard from President Roosevelt a message of commendation for the work of the past and expression of hope for the future. The message was read by Chairman Anning S. Prall, of the FCC, who afterward delivered a strongly-worded address in support of radio by the American plan. [See ext on page 9.]

The Next Decade

OTHER speakers of the evening were David Sarnoff, RCA president and NBC chairman, who was toastmaster; NBC President Lenox S. Lohr; C. M. Chester, president of the National Association of Manufacturers and chairman of the board of General Foods Inc.; M. H. Aylesworth, chairman of the R-K-O board and former NBC president; Maurice Rambert, president of the International Broadcasting Union; Robert Jardillier, French Minister of Communications; Henry Sloane Coffin, president of Union Theological Seminary, and Karl F. Compton, president of Massachusetts Institute of Technology.

In opening the formal portion of the program, which was broadcast for an hour over the NBC Blue network, Mr. Lohr paid homage to those who have given NBC the position of leadership. The network could not have achieved its remarkable development if it had not been for the cooperation of its associated stations, of the program sponsors and of their agencies.

Mr. Sarnoff predicted that within the next decade the public would "see" as well as hear radio. "Anniversaries," he said, "are unimportant if they serve only to commemorate past achievement. They must contain the promise of new and greater things. We celebrate tonight the achievement of broadcasting sound by radio. We now begin the second decade of this new art by dedicating it to the achievement of television, the broadcasting of sight."

"It is the only prophecy I shall indulge in tonight—that during the next 10 years the millions who now listen in their homes to this..." (Continued on page 9)

BROADCASTING • Broadcast Advertising

November 15, 1936 • Page 13
General Mills Cup Awarded to WCAU

Dyer's Announcing of Baseball Brings Trophy From Sponsor

WCAU, Philadelphia, won the silver trophy awarded by Donald D. Davis, president of General Mills Inc., Minneapolis, "for outstanding achievement in building increased attendance for professional baseball during the season 1936". Mr. Davis will present a large cup to the station and a smaller cup to WIIA, station sponsor, the Washburn baseball catcher who handled the play-by-play broadcasts of both the Athletics and Phillies games during the season.

The contest was part of the General Mills program to stimulate interest in baseball. In awarding the cup the "many factors had to be taken into consideration. Each club's league standing, particularly in relation to previous records, was carefully weighed, and also all direct evidence showing the extent to which increased attendance was due to the broadcasts.

Gains in Attendance

NEARLY all ball clubs whose schedules were affected by the General Mills sponsorship, enjoyed remarkable attendance increases in 1936, but in Philadelphia there was overwhelming proof that the games played by the broadcasts in building attendance. The award has been enthusiastically endorsed by the management of the two Philadelphia clubs.

This year WCAU presented baseball broadcasting for the first time. It was in the first year of broadcasting for Dyer, who attained such popularity with the fans in the "many factors had to be taken into consideration. Each club's league standing, particularly in relation to previous records, was carefully weighed, and also all direct evidence showing the extent to which increased attendance was due to the broadcasts.

In announcing the award Mr. Davis said: "Throughout its sponsorship of baseball broadcasts, General Mills has consistently maintained a high standard of broadcasting. It is a three-way alliance. It must sell the station to the listeners, it must sell the game to the advertisers, and it must sell baseball attendance to the public. I am delighted that the popular radio contest has completed its third year. It verifies this award to one of America's outstanding broadcasting stations in the history of broadcasting. "The WCAU program is handled by the station in service to General Mills as the sponsor of the baseball broadcasts, and this program is unsinked by such conspicuous success in real service to professional baseball."

WJZ Using New Antenna

THE NEW 460-foot antenna of WJZ, a Year of the New York World's Fair Blue network, was scheduled to go into operation Nov. 15 on the occasion of NBC's tenth anniversary.

Of ultra-modern design, the transmitter, while operating with 50,000 watts power, will give a signal penetration estimated by NBC engineers as the equivalent of 110,000 watts. The tower, 850 feet tall, will produce 500,000 watts power, and has been designed to give to that power at once should the FCC grant permission.
Lulu Belle—queen of the WLS National Barn Dance, has been elected National Radio Queen for 1936 in the annual contest conducted by Radio Guide.

Lulu Belle is an exclusive WLS artist—discovered by WLS; developed by WLS and heard only on WLS programs. Her national recognition is further proof of listeners' loyalty to WLS and its features.

After all, listener loyalty is essential to advertising results.
New Quaker Group Links 16 Stations WFIL Is Key, With Coverage Of Nine Million Claimed

ORGANIZATION of the Quaker State Network, to comprise 16 stations in the Erie, Altoona, and Perry areas of Pennsylvania, was announced Nov. 7 by Donald Withcomb, general manager of WFIL, Pittsburgh. The stations of the group have been aligned by wire during the last two years for free exchange of program material, and it was decided to perpetuate the venture as a statewide network to provide commercial service, effective Nov. 15.

Cities to be covered by the chain, Mr. Withcomb stated, will include Allentown, Harrisburg, Reading, Scranton, York, Williamsport, Lancaster, Altoona, Erie, Allentown, Altoona, Harrisburg, Hazleton, Wilkes-Barre and Sunbury. Also served will be Cumberland, Md., second largest market in that state.

The network will be available in three groups—WFIL, WCBZ, Altoona; WWSW, Erie; WWAR, Easton; WGBI, Scranton; WBBZ, Wilkes-Barre; WAZL, Hazleton and WDLG, Lemon Township; and the Eastern Group, WXBQ, Harrisburg, WOKK, Sunbury, WWRA, York, WYFR, York, WYER, York, will comprise the Central Group. WFBG, Altoona, WJAC, Johnstown, WTBQ, Cumberland, WWWSW, Pittsburgh and WLEY, Erie, will comprise the Western Group. The quarter-hour rate for the entire network will be $535; half-hour, $763 and $1,100. The cost of a quarter-hour after five p.m. will be $480, 45 ani hour, $1,400. Full year rate will be $763.

Statewide Coverage

CLAIM is made that the 16 stations will provide consistent satisfactory primary service in 55 of the 67 counties of Pennsylvania, covering more than 90 to 95 per cent of the people or 95% of the state's population. More than 1,800,000 radio homes will be in the area by 1936, it was said. The new chain, said the group, was conceived and organized by Samuel A. Rosenbaum, president of WFIL, Robert L. Mott, and Roger W. Clipp, WFIL business manager. The chain, it was explained, was formulated to meet the requirements of the recent political campaign, during which 55 programs involving an expenditure of some $40,000 were placed through WFIL.

The announcement also said that plans are being developed to provide an offering to the stations with sustaining programs. Moreover, negotiations were described as being carried on for a New York outlet. Promotes are being canvassed by the WFIL sales staff, now acting as the network's sales department. New York sales representative will be known for Quaker State.

Ford Spot Deluge

FORD MOTOR CO. used and will continue to use for a short time several thousand radio spots promoting interest in its 1937 line of automobiles. The new Fords are powered either with the standard V-8, as in other years, or with a new miniature edition of the 85-horsepower motor, generating 65 horsepower. The new motor will be promoted from an economy angle, both on original purchase and maintenance. The spot announcements are blanketing the country. Ford will continue to use its former slogan—"the Sunday Evening Hour over CBS, and the Ford Waring program"—for NBC, for the time being, although the company is negotiating for exclusive rights to M-G-M movies. Ford programs will be used only in theaters during the test period.

If the test is successful a later contract will be made, which will also include cities in which the Coca Cola bottling plants are independently owned. Details of the campaign were handled by Felix W. Coste, radio director of the D'Arcy Adv. Co., St. Louis, Coca Cola's agent, who speaks for several days in Chicago supervising the recording of the first programs of the series.

Coca Cola Tests With Disc Series

The new series, a 15-minute program, will be sponsored by Coca Cola Company, which has assigned the program to NBC, the new network. The series will be heard on all NBC stations free of charge. The program, which is called "Coca Cola Tests With Disc Series," will be broadcast from Chicago, and will be heard throughout the United States by NBC's network of radio stations.

The program will consist of a series of 15-minute segments, each of which will feature a new disc composition. The discs will be recorded by well-known musicians, and will be broadcast at regularly scheduled times throughout the week. The program will be produced by the NBC network, and will be transmitted to all NBC affiliates. The program will be sponsored by Coca Cola Company, and will be heard on all NBC stations free of charge.

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When Radio Was a Pup

TRIALS OF THE FIRST SPONSORS

OVEMBER, the open season or anniversaries in radio, what with NBC's tenth milestone as the 75th incorporated network and \( \text{DKA} \)'s sixteenth since it began regularly scheduled broadcasting, and over 75 other stations elsewhere, it was indeed a radio. What else but the first commercial program.

Finishing through dusty files mong the kilocycles and watts, one papers dating back to those far-off days, 1920, the ten-minute talk over WEA, New York, then operated by A. T. & T., is mentioned. The "radio sponsor" was William H. Rankin, resident of the William H. Rankin Co., New York advertising agency. What foolishness for an advertising agency, of all things, to buy the first commercial time! The salesman was the late George F. McClelland, at 28 the manager of WEA. He was the man who "invented" commercial broadcasting. Later he became vice president and general manager of NBC.

Would It Work?

UT MOBLE about that Rankin seapade. Unwilling to try out his new "fad" on any of his clients, he decided that a $100 investment for one day's advertising might be worth while. Young McClelland didn't expect that; he wanted to show how well selling merchandise, but he took it, and with thanks.

So on Dec. 30, 1922, Agency G. D. E. Rankin cleared his throat, reared back his head and, at a cost of $10 a minute, told A.T. & T.'s "audience" about Advertising and Its Relation to the Public. What foolishness? After all, there was no audience to come to the broadcast, there were some 100 telephone calls and about 15 "fan letters." But one of the calls was from the advertising manager of Vividom, Inc., cosmetic manufacturers. The agency got the account, and the following month it made "radio" a word on the air. The billing for this advertising account eventually ran several hundred thousand.

Not so foolish, thought Mr. Rankin, since it added up those fifteen per cents for newspapers, magazines, and so on.

"The personal calls, telephone messages and letters received in response to Rankin's first broadcast, Mr. Rankin stated, for a war, "convincing me that even in 1922 radio advertising paid."

Boom in Business

IT WAS after this broadcast that business began to boom for WEAF. For Management he had a half dozen accounts to handle—practically all of them through Rankin. First came the first radio advertisement of automobile, and then the musical show Wildflower, and a one-time shot and now and again. The A. T. & T. began to talk radio.

About that time the advertising fraternity started tearing its hair and thumbing its nose. And who should they re-erect on the upstart in the advertising trade but Printers' Ink, venerable publication then pretty much alone in the field. In February, 1923, it ran an editorial titled "Radio, an Offsideral Advertising Medium", which was interesting indeed, in fact so much so that an appendage herewith. It was a pretty fight—one that didn't end until a $100 bill was called it off. And why not? Radio billings that year hit $300,000.00. Radio, said the annual report published in its Feb. 15 issue, "listened in to Mr. Rankin's recent broadcasting effort and found himself being entertained by high-class music or with the witty after dinner speeches of famous public man. Printers' Ink, said the editorial, you listend in to Mr. Rankin's recent advertising effort and found yourself being spoken to by a worth while medium."

Mud on Mugs

GETTING back to the files, they showed that Mineralava was also a program at that. The same rate, $100 per minute, with a 15% commission, of course, for the "audience". The featured star was Marion Davies. For a week read talks written by Hector Fuller, prominent author. Then came the column of the box-top Sun-

Miner...AVA

inated promise an autographed photograph to those who wrote in. And 15,000 of the charming lady's profile hit the mails. Automatic in those days ran only four or six cylinders, as we recall it, but radio was a sort of one-lunger itself. Along came Mr. Rankin dragging Elwood Hayes, maker of the first automobile, before a broadcast a talk during Automobile Week in New York, over $100-a-minute WEA. Printed here, was a radio card and old A. T. & T. and over 200 letters from all over the county.

It was in 1923 that Wildflower was brought to radio and the following month it received an editorial comment. "What a clever idea," it was said, "to bring the selling of the Wildflower to the public and thereby..."

"Ad

Radio-Phooie!

Our readers are all still talking about the first broadcast talk that was presented to the general public on radio. The talk was delivered by Mr. Rankin and was entitled "Radio-Phooie!". The talk was a great success and many people were impressed by it. Mr. Rankin also gave a demonstration of radio equipment and explained how it works. The talk was well received and many people were interested in learning more about radio. This was the beginning of radio advertising and it paved the way for the future growth of the industry.
Tribute to the Radio

I am the Radio, made of metal, glass, and wood; every cubic inch of me is magic.

Out of the space there comes through my body the music of the spheres, divine symphonies flood the air, mighty choruses break forth, the organ peals, bands play, the voice of the singer enchants, stringed instruments enthral the senses, countless orchestras interpret the spirit of jazz, and the saxophone is heard throughout the land.

The actor and the entertainer tell their story to laughter or to tears. The lecturer lifts up his voice, and millions listen and learn, the statesman and the politician make their plea, and the destiny of a Nation is decided.

I am the conservator of Man, on land and in the air, on the sea, and under the water; in time of disaster my appeal goes forth and aid comes to the distressed.

What a boon I am to mankind. In the home of the rich and the cottage of the poor, in spacious apartment and lowly tenement, on the farm, and within prison walls, to young and old, to the sick and blind, I bring my message, in every tongue, and in every clime.

I am the Radio, God's great gift to humanity.

COL. ISAAC A. HEDGES.

St. Louis, Mo., 1936

RADIO STATION KFRU

630 Kilocycles, 1000 Watts
1000 Watts Night-time

Columbia, Mo.
Covering the Rich Central Part of Missouri

Representatives:

Wilson—Dalton—Robertson

KANSAS CITY CHICAGO NEW YORK
1329 Baltimore Ave. 1503 Mather Tower 250 Park Ave.

KFRU Is Owned and Operated by the St. Louis Star-Times Publishing Co.
Conference of Reps Proposed To Discuss Promotion of Spot

Five Favor Fund, Says Mr. Free, Three Opposed; Petry Suggests $16,000 Figure Is Too Small

HAVING obtained replies offering varying degrees of support and opposition to a cooperative campaign by station representatives to promote spot broadcasting, James L. Free, president of the Free & Field Co. at New York, has called a conference here to which he sent a letter to the 14 congressmen in the representation field as of Nov. 10, Mr. Free analyzed the reaction to his initial proposal, ringing out that five, in principle, agreed the general idea; three were opposed to it; four had not yet replied; one desired to withdraw the decision (Mr. Petry, of KDKA, New York) and another (Mr. MacConnell, of WOR, New York) brought it already had embarked on its own comprehensive campaign and, in accordance with its policy, would not join in any cooperative venture.

Getting Results

ONE OF the first replies received, from Edward Petry, president of the Petry Co., of Philadelphia, was a single entity in the field, supported the plan. Mr. Petry expressed the view, however, that Mr. Free had not outlined any method of getting the cooperation of the station operators and would not, therefore, be able to contribute to the advertising campaign.

Mr. Free said in an interview with us, that we and spend in excess of $16,000 per year in the rate papers," he wrote, "it would require an annual appropriation of $20,000 to the advertising agency which could be divided to get the advertising in the different papers. The time necessary for the advertising would be 12 weeks, and it would be necessary to do the advertising in the different papers.

Mr. Free and Mr. Fields said that it would be necessary to do the advertising in the different papers.

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Wrigley, Aims at Dealers

Public Can Listen to Network Broadcasts of Chewing Gum Firm If It Wants to

THE RETAIL merchant is the central figure in the new Wrigley advertising campaign which will open Nov. 9 on a Monday-through-Friday schedule over a nationwide network of stations.

The idea of the campaign is to give the chewing gum manufacturer limits its own commercial copy to three words at the beginning and end of each broadcast,N

during the time usually given over to sales talk to "giving credit to the man who deserves it the retail merchant.

The program on these evenings is to feature a modern, attractive, and colorful conclusion with the opening and ending such as "Wrigley's Gum, the gum with the smile on it." The program is to be broadcast from the studio of a well-known broadcasting station in the city.

In this original letter, Mr. Free had suggested that one way of delaying the cost would be for each representative to contribute 10% of the value of the work done to the total appropriation. He expressed the belief that each would be willing to participate if the $25,000 could be raised.

At the time his letter was written, Mr. Free was in New York for the first time in a period of several months, and it was during this trip that he received the letter from John Blair & Co., William G. Furgason & Associates, and the Wrigley Gum Co.

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At a conference of station representatives which Mr. Free plans to hold here next week, representatives of all the stations will be invited to make known their wishes with regard to the proposal. Mr. Free plans to discuss the question further with the representatives of the various stations at the conference.
Campaign Bills Exceed Estimates; Election Coverage

Industry Receives Acclaim for Service on Election Night

REPORTS from networks, now back to normal schedules after the disruptions caused by the political campaigns, indicate that both Republicans and Democrats have considerably underestimated their respective budget for the $600,000 predictions for radio time purchases during the campaign, which ended Nov. 3. The full-day of radio's capacity for news coverage on election night Nov. 3, when network stations were not available from some sources and others declined to disclose them, unofficial estimates by NBC are that its gross intake from the parties ran around $800,000, of which $400,000 or more was spent by the Republicans and allied sponsors and most of the rest by the Democrats.

CBS had gross billings of $436,000 from the Republicans (23½ hours) $226,000 from the Democrats (12¾ hours), and $198,000 from the Jeffersonian Democrats, Independent Coalition of American Women, Good Neighbor League, Townsend Plan and American Labor Party — representing a gross of $860,000.

MBS reported that $105,043 worth of political radio time was purchased, representing a total of 25½ hours, but WOR alone reported it in $51,409 from politics divided as follows: Pro-Roosevelt time, $24,155; pro-Landon, $18,442; miscellaneous, $9,509. Separate from the Inter-City System, WMCA reported gross political billings of $11,141.

Billings and Hours

WHILE NBC declined to disclose exact revenue figures, it reported that it had sold 39 hours to the Republican National Committee, 22 hours to the Democratic National Committee, 22½ hours to the Jeffersonian Democrats, Independent Coalition of American Women, Good Neighbor League, Townsend Plan and American Labor Party — representing a gross of $790,000.

Mutual broke down its $105,043 figure as follows: Democrats, $36,424; Republicans, $5,187; New York State, $2,407; Father Coughlin, $37,282; National Jeffersonian Democrats, $2,449; Townsend Plan, $8,221; Independent Veterans, $1,113. The Crusaders were billed through Marchak & Loeb Inc. and Independent Veterans through Neff-Rooney Inc. The New York State Network, keyed from WIN, reported revenue of $2,327 from the Democrats, $2,349 from the Jeffersonian Democrats, Socialists and American Labor Party for station slots.

Placed by Agencies

THESE scattered reports were all that were made available as BROADCASTING went to press, but they lead one to believe that the estimate of $2,000,000 spent by all political parties and factions on radio during the campaign was probably very conservative. Without exception, the network and station billings were larger this year than four years ago. Most station time was on a cash basis, but it is understood that the networks are carrying considerable balances due from the major parties, though nothing like the $800,000 or more that NBC and CBS carried over from 1932 and did not clear off the books until last winter. For the large part, the Republicans employed advertising agencies to place their national and local schedules; the Democrats used agencies for practically all placements.

Among agencies that participated in the business were Roche, Williams & Connyngham Inc., Lord & Thomas, Blackett-Sample-Hummett, Erwin-Wasey & Co., Chicago, and Reineke-Ellis-Younggreen & Finn, for the Republican National Committee; Brooke-Smith & French, for the New York Republican State Committee; U.S. Advertising Corp., William H. Rankin Co., Metropolitan Advertising Agency and Loomis & Hall Inc., for the Democratic National Committee; Publicity Associates Inc., for the Jeffersonian Democrats and the Independent Coalition of American Women; Albert M. Ross Inc., for the National Union for Social Justice (Father Coughlin); A. B. Landau Inc., for the New York Young Democratic Club.

Locally, various other agencies were used, but in the local campaign the business was mostly placed directly by the candidates or their local committees. Both parties disbanded their radio divisions immediately after Nov. 3, and almost without exception members of the staffs who were not "on leave" were on the job-seeking list. Hill Blackett, G. O. P. radio director, was back at the Blackett-Sample-Hummett organization, while William B. Dolph, the Democratic radio director, continued at his post as manager of WOL, Washington, which he did not relinquish during the campaign. The election itself was covered by radio the day and night of Nov. 3 with such speed and dispatch (Continued on page 28).

BEEHIVES OF ACTIVITY—Election day found radio fully prepared, with these central sources of returns feeding a multiplicity of stations via networks or individually. Top photo shows Press-Radio Bureau with James W. Barrett, director (center) and his staff handling reports to the networks. Second picture gives a glimpse of the Yankee Network News Service headquarters, and shows staff of Transradio Press in action. Bottom shows CBS election headquarters, with commentators and announcers on dais facing its big bulletin board.

L. C. Paddock, publisher of the Boulder (Colo.) Camera, bought two special editions for Denver, Nov. 4 to bring his subscribers returns on the Nov. 3 election. The broadcast featured complete relief on the last day in Boulder County. Mr. Paddock used paid time in preference to getting out an extra edition for the best the Christmas time has advertised nationally, urging car owners and their friends to do their holiday shopping in the form of car accessories, the Chevrolet dealer's place.

Puntin in recent months has also called its dealers' attention to the fact that there is plenty of volume in accessory and sales, other dealers have begun to realize that the rich market.

New Jerseys Program

JERSEYS-WOODBURY SALES Corp., (soap, cosmetics) will inaugurate another series on a nationwide NBC Red network (4:45-5:45 a.m. 4:45 p.m. The program will be a dramatic script entitled Dangerous Relations, by Paul Hackett, and J. Z. Nick Dawson who were sponsored by the company a few seasons ago under the invitation of A. B. Landau Inc., Lennen & Mitchell Inc., New York, placed the account.

New Train Dedicated

BURLINGTON RAILROAD, Chicago, sponsored a half-hour broadcast, Nov. 8 for its new streamlined, the Denver Zephyr, on WMAQ, Chicago, which left the Burlington Railroad, and President Walter Dill Scott of Northwestern University spoke.
KSTP announces
NEW TRANSMITTER LOCATION and MODERNIZATION to give you
Greater Coverage in the Northwest

FOR ADVERTISERS

- High Fidelity with the Strongest Signal in the Metropolitan Area... 600% increase in signal strength.
- Greatly increased coverage in the trading area of Minnesota where 81.2 cents of every retail dollar are spent.
- The greatest value per radio dollar... in the entire Northwest.

FOR LISTENERS

- A signal of 70,000 microvolts (70 millivolts) in downtown Saint Paul and Minneapolis.
- A fidelity of tone, faithful reproduction and unexcelled reception at all times under any and all weather conditions.
- The exclusive Minnesota outlet for the superb programs of the Nation's Leading Network... N.B.C.'s Red and Blue.

It is with a feeling of pride and our sincere desire to continue to merit your patronage and to serve others that we place at your disposal the increased facilities of our $300,000.00 modernization program... that KSTP shall continue to be known as THE NORTHWEST'S LEADING RADIO STATION.*

*PROOF OF POPULARITY—Actual recorded facts from a station check made during the entire week of October 10, 1936:

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MINNEAPOLIS SAINT PAUL

KSTP NORTHWEST'S LEADING RADIO STATION

25,000 WATTS

For Rates and Schedules, Address: KSTP, MINNEAPOLIS ST. PAUL, MINN., or our Exclusive NATIONAL REPRESENTATIVES, in New York, Chicago, Denver, and San Francisco—Paul H. Neyman Company.
since its purchase by the Oklahoma Publishing Co. in November, 1928

has never cut a rate to anyone!

900 KC
Oklahoma's Only
Full Time NBC Outlet
DENVER

since its purchase by E. K. Gaylord and associates in August, 1935

has never cut a rate to anyone!

560 KC
CBS Affiliate
Pioneer of the West

- Both stations have fine, new studios; new, modern, high fidelity transmitters and vertical radiators; both have exceptional program production facilities and both are alike in the maintenance of a policy of business ethics which has for so long distinguished . . .

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN

National Representative
E. KATZ SPECIAL ADV. AGENCY

www.americanradiohistory.com
**To Obtain Dealers, Do as Duart Did**

**Cosmetic Product Obtains Complete Distribution in The West by Use of Radio; The East Comes Next**

By HOWARD E. WILLIAMS
Agency for Duart Sales Co., Ltd.,
San Francisco

TOWARDS the end of last year, the Duart Sales Co. Ltd., set out to open the San Francisco and Northern California market for a totally new and distinctive face cream called Creme of Milk. H. E. Williams

At that time, not a single jar was on sale in that area, or any other. By the end of six months, complete distribution had been secured in major western markets, covering all drug, department and specialty stores in California, Oregon, Washington, Utah and Illinois. Arrangements are now under way to introduce the new beauty product in the eastern market next spring.

Our plans for cracking one of the country's biggest markets for a popular priced product in a highly competitive field included a radio broadcast campaign, supported by intensive merchandising, cooperative advertising, and plenty of push. We had a preparation in which we believed wholeheartedly, and backed by the prestige of Duart, which for years has supplied beauty shops throughout the country with permanent wave equipment, we did not intend to spare the horses.

After Only 30 Days

IF, AFTER the planned preliminary period—which we thought was a conservative length of time in which to establish a product against stiff competition—we felt that satisfactory distribution had been attained in and around San Francisco, we would be justified in extending our sales territory.

The anticipated six-to-eight month radio drive lasted, as such, for less than 30 days! By that time it had ceased to be a mere test campaign and had become a proved builder of sales and repeat business.

At the beginning of our campaign, preliminary distribution was achieved in 1,200 San Francisco drug stores, in a rather unusual manner which will be described later. Resulting sales volume was so high that before a month had passed, we expanded to the NBC Pacific Coast network and distributed Creme of Milk in the entire California area, including all department stores and 4,500 drug stores.

Our next move was to extend the radio series, in September, to NBC stations in Chicago, Salt Lake City and Denver. Thus, in less time than we had planned to devote to opening a single market in a limited area, Creme of Milk was selling with amazing rapidity throughout five states.

Next spring, Creme of Milk will enter the eastern market, either by means of a local New York station or a national hook up. Within a year, the Duart Sales Co. expects Creme of Milk to be one of the big selling popular priced beauty products of the country. This statement may seem like big expectations, but the record achieved in the West makes it little less than inevitable.

The speed with which the preparation was offered to, and accepted by, the public is attributable to several things: its own genuine uniqueness, the excellent coverage of the NBC stations employed and the character of the program, *Passing Parade*, plus the consistent, hard-hitting merchandising and cooperative advertising.

Perfected after three years, Creme of Milk is based on the formula of two dairy chemists, who after much experimentation found how to extract from fresh milk those oils which are beneficial and beautifying to the human skin. The use of milk as a beautifier is not new, of course. Cleopatra took milk baths in the days of B.C., and is recorded as one of the most fascinating women of all time. Anna Held is a more contemporary example of lovely women who have continued to use these highly effective—but extravagant—treatments.

Never before, however, had a preparation been offered to the average woman which would give her the well-known benefits with modern ease and economy. The natural ingredients, with which Creme of Milk contains those most closely related to human oils, are used in large quantities and are often in need of replenishment.

John Nesbitt, who describes for us the *Passing Parade*, is a distinctive radio personality, chosen for specific reasons. We wanted to avoid a show which would immediately be open to comparison. An inexpensive musical program, for instance, would lose its novelty, and might easily suffer from competition with more elaborate shows. We set out to find something of individuality to offer listeners.

**Dramatized Distribution**

THE BROADCAST series can best be likened to the Sunday feature section of a newspaper, it may be a serialized feature story, brand new ones, human interest items, oddities, all are dramatized with an editorial slant. Before the initial broadcast Feb. 23, we had the scene all set for the big push. Every druggist fleet to San Francisco and was supplied with a 1,300 strong—received a telegram urging him to listen to *Passing Parade* on a certain day and to tell his customers, the following day a free jar of Creme of Milk would be delivered to him.

During the broadcast we are dramatized for our listeners the procedure used by a big company in launching a new product: The hundreds of telegrams flashing over the wires, the song of bicycle tired, the roar of motorcycles, the trend of hundreds of feet as on the Pacific Coast the 10,000 Western Union messengers travelled all over the city delivering the free jar of Creme of Milk. If our listeners did not get one jar of the Creme of Milk could be bought anywhere, we told the audience, the drug dealer in the drug store, or the department store they went to, no matter how small or remote, could supply them with Creme of Milk.

This dramatization was extremely effective. Both public curiosity and dealer interest were stimulated, with a very agreeable sales result the following day. We also feel it had a lot to do with the fact that 90% of the window stickers with which druggists were supplied reached their proper destination, and in-store displays were used practically 100%.

In one San Francisco store alone, Creme of Milk sales for one day totaled $77; during the first week they reached $400. With this experience to expand on, we have extended the NBC-Pacifc network in less than a month, covering the balance of the Pacific Coast territory.

During June, we offered a 10-cent sample of our Creme on *Passing Parade* to the public. It was shortly that syndicate stores approached us with requests for a sample jar to sell in their stores. The 20c jar, now sold by all syndicate stores on the Coast,

**DISPLAY—Here is one of the Duart layouts for dealers, showing the large size containers which the sponsor has featured.**
A PRACTICAL GIFT

BROADCASTING

YEARBOOK
NUMBER INCLUDED

Subscription Rates!

One Year $3
2 for One Year $5
3 for One Year $7
A PRACTICAL GIFT

BROADCASTING

[YEABOOK
NUMBER INCLUDED]

Subscription Rates!

One Year................. $3
2 for One Year........... $5
3 for One Year........... $7

www.americanradiohistory.com
A SUCCESS STORY? SURELY!

Station WBNY first went on the air last March—only eight months ago. Though it ordinarily takes about 18 months’ time for the average new station to get on its feet, WBNY has clicked consistently from the very first day it launched its broadcasting activities.

One of our original advertisers, Frank Meyers, who has a home appliance store on one of the side streets of our business district, tried WBNY the second week we were in existence. He bought a few spot announcements to tell our audience about his radio sets, washers, vacuum cleaners, etc.

Immediately, WBNY brought so many new customers to his store that Mr. Meyers quickly signed up for six spot plugs a day for a month. He has been with us ever since—and you ought to hear him brag about what WBNY has done for him. You see, he is positive that all his new business has been produced through WBNY because in the seven months he has been with us he has used no other medium.

An expenditure of a few hundred dollars for spots on WBNY has sold $148,000 worth of merchandise for him since April. If that is not a success story for Buffalo’s new station, we can’t offer you anything else except to say that we have in our files a lot of similar stories from other advertisers.
American radio and typical American hospitality delighted the 35 high officials and representatives of foreign broadcasting systems who came over early in November to participate in NBC's 10th anniversary celebration of RCA and NBC. As they went through a whirl of activity, the visitors from Europe repeatedly expressed their amazement at the progress of American radio and television and at the expressions of joy over the typical American friendliness which they encountered on all sides.

Guiding them throughout the visiting rounds were Fred Bate, NBC international representative, and Dr. Max Jordan, NBC continental representative, who came over with some of the delegates and who, being splendid linguists, acted as interpreters for those who could not speak English.

Each of the delegates had words of praise for American radio, although most of them are identified with government-owned and some with dictator-controlled systems which represent a far cry from the American system of private enterprise, competition and self-sustenance. The technical equipment they viewed and the special broadcasts they attended and the rounds of entertainment they enjoyed in various cities drew full-some words of praise too numerous for individual quotation.

Pickups From Everywhere

The most elaborate broadcast they watched in operation was that of Nov. 9 when NBC networks, from 3:15 to 4 p.m., carried a two-way conversation between the New Haven train and the German streamliner Ham-burger as both were under way; a relay from a New York radio station merged off Sandy Hook; a relay from atop Pike's Peak; descriptive by an announcer riding up Fifth Avenue in an automobile and another pedaling a bicycle in Chicago; a tune-in on police messages sent to radio cars in Cleveland; an interview with miners underground near Pittsburgh; pick-up from a Coast Guard cutter off Long Island, an Army armored car near Washington and a fleet of Navy planes flying over the San Diego naval base.

They saw a radio facsimile of birthday greetings from Guglielmo Marconi in London to David Sarnoff, NBC president, and the visitors of them participated in exchanges of greetings with Marconi in Rome and Paris sent by radio from two airplanes flying between New York City and Niagara Falls.

The American radio audience, of course, was able to tune in on all these special broadcasts.

The delegates arrived on various ships, most of them arriving early in November. They came under the auspices of Europe's International Broadcasting Union, headed by Maurice Rambert, its president, a pioneer Swiss radio amateur who took it up as a hobby while working as a designer of automobile engines before the turn of the century. One of his engines having been adopted by the Rolls-Royce company of England.

Welcomed at the dock by RCA, NBC and city officials, their entertainment included a reception at the Rockefeller Center Club on Nov. 6; welcome on the steps of City Hall by Mayor LaGuardia, Nov. 6; Princeton-Cornell football game at Princeton, Nov. 7; motor trip to West Point, Nov. 8, with visits that night to the Radio City Music Hall; tours of New York City, Nov. 9 and the NBC anniversary banquet that evening, which was attended by the visiting official - Robert Jardillier, French Minister of Communications; air flights to Buffalo, over Niagara Falls and thence to Washington, Nov. 11; tour of the capital Nov. 12 and a luncheon at the old Overwaks Restaurants and National Press Club.

There were other affairs each day, including dinner at the Waldorf Astoria, Nov. 13, and a visit to the NBC studio in the last city center at Riverhead, La., Nov. 14.

Some of the visitors are remaining in the country for a few weeks, but most planned departures the week of Nov. 15. The party tonight.

Robert Jardillier, French Minister of Communications; Maurice Rambert, president of the International Broadcasting Union, also representing Switzerland; Arthur B. Burrows, secretary-general of the International Radio Broadcasting Union, representing France; Raymond Braillard, head of European Radio Control Center, Brussells; Gladstone Murray, general manager, Canadian Radio Corp.; Erich Von Kunow of the public broadcasting; W. Nagel, managing director of the British Broadcasting Co.; Dr. Ladislaw Sourek, president, Czechoslovakian Broadcasting Co. of America; L. Van der Laan, general manager, Australian Broadcasting Co. and Mr. Van der Veuck, head of the Dutch Broadcasting Union.

Awards Around the World

As the climax of the NBC Tenth Anniversary celebration, radio organizations of 15 major countries were to combine to present their best talent on Nov. 16—the actual date of NBC's birthday. To be called The World Salutes NBC, the international program goes over both NBC and Blue networks, featuring broadcasts from 9 to 10 a.m. Nations cooperating are Austria, Belgium, Czechoslovakia, Denmark, France, Germany, Greece, Hungary, Italy, Netherlands, Norway, Poland, Portugal, Switzerland, Hawaii, Argentina and Japan.
The Forty-niners didn’t get it all! The vast community served by KGO, Key Station of the Pacific Coast Blue Network, is still paying its way nicely. With a per capita spending that exceeds any in the country, it’s a rich opportunity for advertisers.

KGO
7,500 WATTS
NBC Pacific Coast Blue Network
SAN FRANCISCO
Completely programmed by NBC
Increased Power Is Proposed
By New Chairman in Dominion

L.W. Brockington Says Coverage and Program Survey Will Be Made; Lessening of Interference Sought

By JAMES MONTAGNES

AFTER a two-day delay L. W. Brockington, chairman of the new Canadian Broadcasting Corp., which was formally organized from the Canadian Radio Commission on Nov. 2, gave a radio address, in which he outlined the corporation's broad plans. The recommendations of Gladstone Murray outlined in Broadcasting Nov. 2, were adopted as the main items on the CBC program. A coverage survey and program survey are to be immediately undertaken, Mr. Brockington stated. Applications will be considered for change of wave lengths and increases in power. There will be a greater variety and improvement of public and private programs and the existing schedule for six hours daily with wire services for network programs is to be modified. The corporation will increase the revenue of the corporation, which is interpreted to mean more sponsored programs for the educational branch and a series of magazines such as Gladstone Murray, general agreement with the National Broadcasting Corp., with which he was connected before coming to Canada.

Better Reception

ACTION is to be taken soon in the international fight to less interference from Mexican stations, and hope was expressed that an agreement will be reached between Canada, the United States and Mexico on a better way of sharing the broadcast band. The first meeting of the corporation took place at Ottawa, but meetings are to take place all over Canada, with the public as well as those in the broadcasting industry to be heard.

Airing policy was not mentioned by the chairman, but close cooperation between newspapers and CBC were put in private radio stations in the future was emphasized. In the program line the best in Canadian, United States and British programs would be given Canadian listeners, Brockington stated. He paid tribute to Hector Chevance and the commission for their pioneering work in national broadcasting. The corporation hopes to be able to do to that work by building high-power stations across Canada in order that an efficient and widespread service would become a reality. Vice-chairman Rene Morin spoke in the same line of thought, and stated that the corporation's network would be operated in the national interest, for profit. Simultaneously with the taking over of the corporation, the technical work of the CBC was handed back to the radio branch, Department of Marine. The radio branch is now part of the Department of Transport. Vice-Chairman Chevance, Nov. 2, including railways, canals, marine, radio, meteorological services and civil aviation. Commod. C. P. Edwards, for many years director of radio, was promoted to chief of the air services, which includes radio, civil aviation and meteorological activity. W. A. Rush, general superintendent of radio, is now head of the radio branch and Donald Manson, chief inspector of radio, became assistant controller of radio.

Hector Charlesworth, former commission chairman, has been retained indefinitely in an advisory capacity by the new corporation. Vice-chairman C. A. Chevance has returned to his law practice in Quebec, and Col. W. A. Steel, the third member of the commission, has been retired on pension of $3,500 after 23 years in the civil service. Steel is a technical expert and is only 46 years old.

School for Radio Actors Is Advocated by Joachim

RADIO must conduct its own training school for actors, according to M. H. Joachim, conductor of Your Unseen Friend on CBS, Sundays, 5:50-6:30 p.m., since stage performers are not good for radio. The dramatist added motivated original plays should be written for the broadcast medium. Actors must remember, he explained, "that in radio there is no time for the raising of an eyebrow or the flicking of the coat to produce an effect. There must be instantaneous reaction to the dialogue that has gone before, and that reaction must be audible. Give me a performer who has had no stage experience, and I can make him or her a better radio actor than any legitimate performer."

Moon Glow Midwest Test

CAMPANA Corp., Batavia, Ill., as a sales agent for Moon Glow nail polish, is sponsoring Moon Glow Melodies, quarter-hour musical program featuring Wayne Van Dyne, romantic tenor, and Emily Lee, fashion commentator, 7:30-7:45 p.m. Friday on WMAQ, Chicago, in a test campaign to promote the product by radio. After success in the test, the program will be extended over the network. Aubrey, Moore & Wallace Inc., Chicago, is handling Campana account. Moon Glow Cosmetics Co., Los Angeles, producer of the program, will expand its Don Lee CBS program in December through Emil Brisacher and Associates, Los Angeles (Broadcasting, Nov. 1). The station that has been a 24-hour daily schedule is WAAA, Boston key of the Colonial Network, which tenis request numbers from 1-30 to 7 a.m. and offer participating announcements at $7.50 each.

KNOCKOUT SCOOP

Too Much Enterprise Proves Boomerang to WMIN

INTO WMIN, St. Paul, during the Joe Louis-Joe Briggs fight recently, a telegraph ticker brought this message: "Flash...urgent...New York...Joe Louis tonight knocked out..." An excited bystander rushed the message to the announcer, who announced to listeners that "Joe Louis was knocked out."

A few minutes later the announcer received the rest of the message: "...Joe Bresica in 2 minutes and Briggs in 4th round in a fight here. Louis had everything his own way." The bystander was Edward Hoffman, owner of WMIN. Reading the first part of the message and eager to broadcast the news over his just recently opened station, he clipped it from the ticker and rushed to the announcer in the hope of beating other local stations to the flash.

POWER INCREASES GIVEN TO LOCALS

INCREASES in power for a dozen stations, most of them daytime locals, were authorized by the FCC Broadcast Division at its meeting Nov. 13, a few days after a visit from the broadcast division.

Sustaining Examiner P. W. Sewell of broadcast division, WPRO, Providence, which joins CBS Jan. 1, to increase power from 500 watts to 1,000 watts, at night, with 1,000 watts day time on 650 kc. KRNT, Des Moines, in a decision sustaining Examiner George H. Hill, was authorized to increase power from 500 watts to 1,000 watts, at night, with 5,000 watts day time on 1360 kc.

WBEN, Buffalo, was authorized to increase day power from 1,000 to 2,500 watts, at night, to 1,000 watts day time, with 2,500 watts under the same conditions. WEAU, Eau Claire, Wis., was increased from 150 watts to 1,000 watts, at 1,000 watts day time, with 2,500 watts under the same conditions.

WBED, New Hampshire, granted power on 1200 kc, increased to 1,000 watts. Other increases, from 100 watts to 250 watts, were granted WDKM, Kalamazoo, Mich.; KMAC, San Antonio; KGKB, Tyler, Tex. (also authorized for 1,000 watts, at 1,000 watts, day time, 1,000 watts night, with 2,500 watts under the same conditions.

The decision of the broadcasting division is the result of a long period of successful operation with such a limited number of stations.

Geographic Honors Miller

THE distinction of addressing the National Geographic Society in Washington, D.C., Nov. 13, fall on William Burke ( Skeets) Miller, NBC night program manager, who in December will publish a book on the Philippine Clipper in the pioneering flight from San Francisco to Manila. Mr. Miller, who also has an article on "Flying the Pacific" in the December issue of the Air Age, and will speak on his experiences. Formerly in the publicity department of NBC, later director of special events, Mr. Miller, who has been a sometime winner of the Pulitzer prize in journalism while on the staff of the Louisville Courier-Journal.

D & M Plans Series

D & M FINANCE CO., Chicago, has contracted for 13 weeks of announcements, daily except Sunday, on KFPR, Columbia, Mo., and for 13 weeks on KRAM, the Haymarket Barn Dance program on KTHS, Hot Springs, and is preparing plans for the establishment of additional stations in a direct sales campaign for 25-piece sets of nickle-silverware, $3.95 a set. A similar campaign last year resulted in the sale of 25,000 sets to listeners. Agency is First United Broadcasters, Chicago.

XEOF, Tijana, Mex., was sold Nov. 1 to a Los Angeles business syndicate headed by L. R. Bales, executive director of the Broadcast Foundation of Los Angeles. The station will reopen some time in December with a new name and new equipment. A remote control line will be run to Espanola. Business offices will be opened in Los Angeles.

DISTINGUISHED CANADIANS — Keenly interested observers at the RCA-NBC television demonstration Nov. 8 were high officials of Canadian radio, who came to New York for the NBC Autumn Affair celebration. Standing, left to right: Maj. Gladstone Murray, newly appointed general manager of the Canadian Broadcasting Corp., until recently an official of the British Broadcasting Corp.; Comdr. C. P. Edwards, director of radio, Department of Transport, Ottawa; Dr. Augustus Frigon, assistant general manager, CBC. Seated, left to right: N. L. Nathanson, a CBC performer; Les D. R. Lohr, NBC president; Hon. C. D. Howe, Canadian Minister of Transport.

Page 28 • November 15, 1936

BROADCASTING • Broadcast Advertising

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Thanksgiving!

and the

NEW YORK STATE

BROADCASTING SYSTEM

The richest state in the richest country in the World now has its own regional chain of radio stations.

For that, shrewd advertisers are giving thanks in the form of a constantly increasing series of sponsored programs.

They have discovered that they can now buy time on the air in this, the richest market in the World, at rates as low as those of a single high-powered station.

The radio stations comprising the New York State Broadcasting System include:

- WINS, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAV, Rochester and WBNY, Buffalo.

That, according to the State of New York, Executive Department, Division of State Planning, is the identical territory in which 84 percent of the state population—lives and does its buying.

It presents a golden opportunity for rich financial harvests—great cause for thanksgiving!

We can tell you more.

FOR RATES AND COMPLETE INFORMATION ADDRESS

The New York State Broadcasting System
114 EAST 58th STREET, NEW YORK • ELDORADO 5-6100

NATIONAL REPRESENTATIVE—HEARST RADIO—NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO
Transamerican Expanding Its Activity; Jack Warner Believed One of Principals

SPECULATION over the position of Transamerican Broadcasting & Television Corp. in the broadcasting industry has taken a new turn during the last month with the disclosure of plans of the organization to open Hollywood offices quartered at the studios of KFWB, Los Angeles station owned by Warner Bros., and with the resignation of Don Becker, WLW assistant general manager, presumably to join the venture.

While both Transamerican and Warner have denied that the motion picture corporation itself is backing the radio project, it was indicated that Jack Warner, one of the principals in Warner Bros., was the financial supporter of Transamerican. This has not been denied by Transamerican officials. Simultaneously, it was learned that Transamerican, now representing a number of stations on both an exclusive and a non-exclusive basis, also is offering service to the stations on a wire basis. While the Transamerican plans are said not to encompass the formation of another network, it was revealed that the project involves the use of wire facilities is that of providing "tailor-made" networks for advertisers. Opening of Hollywood studio presumably would mean that Transamerican would draw upon Warner motion picture talent as well as other Hollywood talent for use by advertisers.

Station Contracts

IN THE representation field, Transamerican, since its formation last July, has been representing stations on a 30% flat commission. It has taken care of agency billings, whereas in the ordinary case the station pays the representative 15% and the agency a 15% commission including in some cases a 2% cash discount.

Power of Radio

FOUGHT bitterly by the producers of the new Deal movie, "The Sentinel," with which WNOX is affiliated through its Scripps-Howard ownership, Rep. J. W. Taylor (R-Tenn.) was irked by the frequent criticisms of his record voiced over that station during the recent campaign. So he bought an hour on WNOX to reply—and he minced few words in his retaliation to the newspaper and radio attacks. Result: He was rejected, much to the chagrin of the local Scripps-Howard newspaper-radio chieftains.

Contracts offered stations for wire service guarantee to the station 60% of its rate card, with Transamerican absorbing line charges and agency and sales commissions. This corresponds somewhat to the Mutual Broadcasting System plan, whereby it pays station card rates minus sales commissions, but with the station absorbing the line costs.

Whether Transamerican has made contract with Warner Bros., which Warner motion picture interests for exclusive handling of talent has not been revealed. Such a trend is indicated by the Ford Motor Co. negotiations for an arrangement with Metro-Goldwyn-Mayer to pay it approximately $25,000 a week for an hour's broadcast weekly from the coast inclusive of radio appearances of the motion picture company's featured players.

Transamerican was announced Oct. 28 [Broadcasting Nov. 1] that William V. Ray, business manager of KFWB, would be in charge of WLW, its Hollywood offices. Mr. Ray is a well-known figure in the movie and radio colonies on the West Coast.

When Transamerican was formed last summer, great mystery surrounded the purpose of the organization. It is broadly drawn and would permit it to enter practically any branch of the broadcasting field. John L. Clark, former general manager of WLW, is the Transamerican president. Emanuel J. Rosenberg, former executive of the Society of European Stage Authors & Composers, is executive vice president. The staff of the organization, both in Chicago and in New York, has been enlarged greatly during the last few weeks. Among others, Transamerican is understood to represent on a non-exclusive basis such stations as WLW, WCAU, WHAM, KFWB, WXYZ and WOL.

A. Mortimer Prall, son of the FCC Chairman, joined the company Sept. 28 as a sales executive in New York. It was learned Nov. 12, however, that he had resigned the post but would join another radio organization in New York in a sales capacity.

Adding credence to the report that Transamerican planned large scale operations from Hollywood was the recent resignation of Mr. Becker, from WLW, to join "a programming organization" in Hollywood. Further details have been announced by Transamerican or by Mr. Becker. His association with Transamerican, however, was regarded as likely because of his close relationship in the past with Mr. Clark. Mr. Clark, author of a number of network programs of wide popularity, is regarded as an outstanding production and continuity man.

Stations Merged

CONSOLIDATION of WHFC, WEHS and WKBI, Cicero, Ill., time-sharing stations, to be operated under the call letters W9LU, with unlimited time, was approved Nov. 10 by the FCC Broadcast Division. The action granted the application of the three stations, which are under common ownership, to change time of operation from specified to unlimited, and resulted only in the combining of the call letters of the three stations. R. W. Hoffman is president and manager of the combined stations.

CALIFORNIA CHAIN STORES Association, through the Los Angeles office of Lord & Thomas, the last week of October and the first three days in November, rotated a series of five-minute political talks to augment the broadcast which the group had been sponsoring for several months on Don-Lee-California network.

## 93% RENewed PLANNed PROGRAMS

*LARGEST TAX-FREE Recorded Library in the World*

Public Domain Library Service was conceived by Lang-Worth Feature Programs, Inc. and first introduced to the radio industry in August, 1935.

The first 30 station contracts signed last year (1935) expired October 1, 1936. Twenty-eight of these original contracts renewed for another 12 months—93%!

We doubt that any other library has ever approached such a record of renewals. We question that any other service can offer such proof of satisfaction.

Planned Programs are sold—not rented. The tax-free guarantee is backed by Lloyds of London. The programs are produced by the finest artists available—recorded by R. C. A. Victor.

*All selections in Planned Program Service are guaranteed tax-free in the United States. Most of them are tax-free throughout the world.*

**LANG-WORTH FEATURE PROGRAMS, Inc.**

420 Madison Avenue New York

Australasia Representative ... J. B. Chandler & Co., Brisbane
KFDY

Spokane’s Pioneer Station
Columbia’s ONLY outlet in Eastern Washington
New transmitter—New location—
New 490-foot antenna—New listeners
The BEST radio buy in Washington

NBC • Red and Blue Programs
ONLY NBC station serving Western Montana.
ONLY station in Butte, Montana’s richest and largest city.

These two stations don't sell just TIME or SPOTS.
These stations sell ADVERTISING RESULTS!

Eastern Representative
JOSEPH H. MCGILLVRA

Western Representative
WALTER BIDDICK CO.
Another CAROLINA COMBINATION

TWO crops, cotton and tobacco, produce an annual income of over $220,000,000.00 in the Carolinas. Two stations, WIS-WPTF, of the Carolina Combination, provide the least expensive means of reaching the people who spend this money. Sold at one low competitive rate, these two 5000 watt NBC stations justify your FIRST consideration in the Carolinas.

WIS Columbia
WPTF Raleigh

Represented by
Free, Johns & Field, Inc.
UNIQUE FACILITIES AVAILABLE IN DETROIT ONLY THROUGH

AUDITORIUM STUDIO OF WWJ—THE DETROIT NEWS

A radio broadcasting station in the air, the most modern studio building west of New York, a mobile unit with two way and pack radios, a finely appointed auditorium for visible audiences — all these facilities are available to WWJ customers for originating either unique programs or conventional programs whether musical or dramatic. WWJ invites an analysis of its special facilities and ability to serve your broadcasting needs.

Detroit—America's 4th Market

The Detroit industrial employment index, automobile production, and current retail business top all years since 1929. Detroit's recovery from the depression has been phenomenal, due to the demand for automobiles which has far exceeded the expectations of the automotive industry's own leaders. Detroit has led the Nation in recovery.

The Detroit Trading Area covered by WWJ contains 53 incorporated cities and towns and the primary WWJ area blankets the entire rich Detroit retail trading territory containing 2,314,632 people.

W8XWJ
ULTRA HIGH FREQUENCY STATION — 31600 KC.

YOU MUST HAVE WWJ TO COVER AMERICA'S 4th MARKET

BROADCASTING • Broadcast Advertising

November 15, 1936 • Page 33

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CHICAGO RETURNS TO CENTRAL TIME

ANOTHER session of unscrambling station schedules and rearranging local and national programs is in store for Chicago's network outlets, following action of the city council, which on Nov. 5 rescinded its ruling of last spring placing Chicago on CST for five months in the summer. The new ordinance was in response to a two-to-one vote of the Chicago electorate to return to the old time system, culminating a vigorous year-long battle in which WLS was a leading opponent of the New York time for Chicago. Ruling goes into effect Nov. 15, having been delayed a week in order to give radio stations and railroads time to adjust their schedules.

Despite the present inconvenience, most network executives are heartily in accord with the ruling as it keeps them an hour behind New York all year and makes the semi-annual time change less difficult. With network shows ending an hour earlier, local stations also will have an hour more evening time for sale locally. Chief loser by the change is WAAF, which signs off at local sunset and thus loses an hour a day of operating time.

FCC Refuses to Reopen Knox Petition to Start Station in Schenectady

EFFORTS OF the Knox Broadcasting Co. to reopen its case for a new station in Schenectady, which involved the so-called “Willard Hotel” incident, proved futile when the FCC Broadcast Division on Nov. 10 denied the petition seeking to have it waive its regulations and reconsider the case. Time for the filing of an application for reconsideration has expired and as a consequence the applicant under ordinary circumstances must wait one year under the FCC rule before it can apply for the same facilities. [BROADCASTING, Nov. 1].

The application is for a new 1,000-watt station on the 1240 kc. channel with unlimited time. The same facilities have been sought by WNNB, Binghamton, N. Y., local, which asked for a change in assignment. The FCC, however, denied both applications after the sensational developments of early this year which included a Department of Justice investigation of an alleged conversation in the Willard Hotel in which claims purportedly were made of “passing money” to get facilities. The whole incident later was said by the Department of Justice to be based on irresponsible “drunken conversation.”

A third application for the same facilities was filed in October by a new company, Citizens Broadcasting Corp., also seeking a station in Schenectady. The principals are DeWitt C. Mower, Schenectady real estate operator; E. J. Rosenberg of New York, vice-president and general manager of Transamerican Broadcasting & Television Corp., and John L. Clark, New York, president of Transamerican. This application presumably will be set for hearing, although no action was taken on it at the Nov. 10 meeting.

Mutually Operated Foreign Language Stations Proposed

Would Solve Educational and Religious Issue, Says Hart

SOLUTION of the foreign language, religious and educational broadcasting problems of stations in a given area through operation of a cooperatively-owned station is proposed by Fred J. Hart, president and general manager of KGMB, Honolulu and KHBC, Hilo.

Advancing the plan as a possible solution of the situation existing in the Islands, Mr. Hart proposed that the stations now on the island, despite their competitive operation, form a new corporation and apply to the FCC to acquire existing stations or establish a new one. The corporation would be owned jointly by the broadcasting stations, which would broadcast over it all of the foreign language, religious and educational programs of that area, except outstanding ones of national or regional importance.

A Practical Solution

IN THE ISLANDS, both KGMB and KGU, competitive stations in Honolulu, have separate applications pending for new stations, primarily for foreign language broadcasts. On Nov. 2, a hearing on these applications was held before an FCC examiner in Washington, declaring that he was hopeful that both of the applications would be granted, he said nevertheless that Hawaii would be an excellent place to demonstrate whether such stations are a practical solution of the problem.

People who are interested in foreign language, religious or educational programs would tune to the station broadcasting them,” said Mr. Hart. “The present system is unfair to both the listener and the station as those not interested in such programs will usually turn off the station, thus causing loss of circulation which in turn leaves dead spots from a revenue producing standpoint.”

Declaring he believed such a station could be operated successfully from the financial standpoint, Mr. Hart added, however, that even though it could not, the cost of paying for any defect would be money saved because their individual stations would have a more regular circulation throughout the day and evening periods.

FTC Issues Citation

THE Federal Trade Commission has issued a complaint against Dr. W. B. Caldwell Inc., Monticello, Ill., for claiming that its Syrup Pepsin “is a doctor’s prescription, that physicians and hospitals prefer it to laxatives, that it is not habit forming but will correct the laxative habit caused by other laxatives and that it restores and maintains health by regulating the system and maintaining it in normal working condition.”

FOR TWO-FISTED COVERAGE

in the RHODE ISLAND MARKET AREA select

WPRO

Cherry & Webb
BROADCASTING COMPANY
Providence, R. I.

A BASIC
COLUMBIA STATION
JANUARY 1, 1937
Now a Mutual and Inter-City Affiliate

FREQUENCY 630 KILOCYCLES

Make WPRO your two-fisted, live-wire salesman for covering this densely populated, rich, responsive market of over a million buyers of every kind and grade of merchandise and service. A few very choice availabilities are still open.

Station WPRO Representatives
PAUL H. RAYMER CO.
New York . Chicago . San Francisco

BROADCASTING • Broadcast Advertising

Page 34 • November 15, 1936

www.americanradiohistory.com
POWER

WJR
50,000 WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION
DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRICK
VICE PRES. & GEN. M.
IMPOSSIBLE it couldn’t happen—

BUT IT DID...

THE MANAGER OF A LARGE MIDWESTERN STATION WAS IN A JAM.

In spite of a practically foolproof system of checking the program schedule, two commercial programs had been booked for the same time that night—one from Chicago on his regional group—another from New York on a national network. Two programs booked for 9:00 to 9:15 and nothing but a local fill-in in the period following. If one of them could only be shifted—delayed somehow for 15 minutes. Suddenly he had an idea—and:

A Few Minutes Later our Switchboard Buzzed in New York.

Could we get a recording out aboard the 1:30 plane from Newark Airport? We could. We might be able to do even better. We burned the wires across two states—caught up with our salesman—to him to catch the nearest plane. He finished recording the Chicago program at 9:14:55, it went on the air at 9:15:20—25 seconds later.

SITUATIONS LIKE THIS NEVER BOther US.

We will do the same thing for your station any day. But why not be prepared for these emergencies?

Advertising activity is leaping upward with radio in the lead. It is only a question of time before you will be turning down profitable business because it cannot be fitted into your schedule. Instantaneous recording allows you to shift programs—gives unlimited flexibility to your schedule.

Maybe you wonder whether Presto recordings meet your standards for transmission quality—whether the reproduction will satisfy your advertisers.

We simply say—

ASK the best informed engineers in the business what they think of Presto recordings.

ASK the largest recording laboratories why they have stopped cutting transcriptions on wax why they are using Presto Green Seal discs instead.

THEN ASK US to quote you on an installation for your station. Write today for our FREE BOOKLET telling how broadcasting stations are saving money with instantaneous recordings.

WORLD’S LARGEST MANUFACTURERS OF INSTANTANEOUS RECORDING EQUIPMENT.

MILES LABORATORIES INC.

Elkhart, Ind. (Alka-Seltzer), told listeners to its National Barn Dance program that he and his Uncle Ezra broadcasts on Oct. 26 and 28 to go to their drug stores and buy two cents’ worth of anything (“we would like to have you buy Alka Seltzer, but you don’t have to,” the announcer said) and ask the druggist for an Alka-Seltzer stage set, a cutout cardboard which could be made into a stage set, with cards from the barn dance programs. In five days the sponsor had distributed 4,500,000 stage sets to drug stores, and through them to the public.

Idea, which was planned as a goodwill builder in the drug trade, was the result of a stage set window display placed in 30,000 drug stores last year, which defeated its purpose by being so attractive that after a couple of days the drugstores removed them from window to take home for the children. So many requests for additional sets were received that the druggists and from the public that the sponsor decided to use a similar promotion this year. Alka Seltzer advertising is handled by Wade Advertising Agency, Chicago.

Cook Tours Returns

THOMAS COOK & SON-WAGON LITS INC., New York (travel agency) returned to their air Sept. 17 for a 9:00 recording on CBS, featuring Malcolm LaPrade and organ accompaniment, Sundays, 2:45-3:30 p.m., for 13 weeks. The agency always starts its radio campaigns just before the Christmas holidays. Last season the program was on NBC. L. D. Werthemer Adv. Inc., New York, placed the account.

Alleghany Steel on NBC

ALLEGHANY STEEL Co., Brackenridge, Pa. (stainless steel) will start its 10th season by week program in the fall with Nov. 27, on 18 NBC-Blue network stations, Fridays, 7:15-7:30 p.m. Michael Skone will be the host of the program, with Ford Bond as master of ceremonies, Mario Cozzi, dancer, and a 10-piece ensemble. Heretofore the sponsor has used WBS transcriptions. Walker & Downing, Pittsburgh, placed the account.

Kennett Succeeds Becker

APPOINTMENT of Bob Kennett, production manager of WLW, as program director, along with his production assistant duties, was announced Nov. 9 by Lewis M. Crossley, WLW general manager. He succeeds W. C. Flack, who resigned to engage in independent radio production. Simultaneously, J. E. Krautner was placed in charge of continuity with William Stoess as head of the music department.

WALTER PRESTON, who recently resigned as national sales manager of the Chicago application of the Hearst Radio Inc. He will concentrate on the New York State Broadcasting System and WINS, its New York key.

4,500,000 BARNs

Given Away in Five Days by

MILES LABORATORIES INC.

ELKHAVT, IND. (ALKA-SELTZER), TOLD LISTENERS TO ITS NATIONAL BARN DANCE ON OCT. 26 AND 28 TO GO TO THEIR DRUG STORES AND BUY TWO CENTS’ WORTH OF ANYTHING (“WE WOULD LIKE TO HAVE YOU BUY ALKA SELTZER, BUT YOU DON’T HAVE TO,” THE ANNOUNCER SAID) AND ASK THE DRUGGIST FOR AN ALKA-SELTZER STAGE SET, A CUTOUT CARDBOARD WHICH COULD BE MADE INTO A STAGE SET, WITH CARDS FROM THE BARN DANCE PROGRAMS. IN FIVE DAYS THE SPONSOR HAD DISTRIBUTED 4,500,000 STAGE SETS TO DRUG STORES, AND THROUGH THEM TO THE PUBLIC.

Idea, Which Was Planned As A Goodwill Builder In The Drug Trade, Was The Result Of A Stage Set Window Display Placed In 30,000 Drug Stores Last Year, Which Defeated Its Purpose By Being So Attractive That After A Couple Of Days The Drugstores Removed Them From Window To Take Home For The Children. So Many Requests For Additional Sets Were Received That The Drugstores And From The Public That The Sponsor Decided To Use A Similar Promotion This Year. Alka Seltzer Advertising Is Handled By Wade Advertising Agency, Chicago.

Cook Tours Returns

THOMAS COOK & SON-WAGON LITS INC., NEW YORK (TRAVEL AGENCY) RETURNED TO THEIR AIR SEPT. 17 FOR A 9:00 RECORDING ON CBS, FEATURING MALCOLM LAPRADE AND ORGAN ACCOMPANIMENT, SUNDAYS, 2:45-3:30 PM, FOR 13 WEEKS. THE AGENCY ALWAYS STARTS ITS RADIO CAMPAIGNS JUST BEFORE THE CHRISTMAS HOLIDAYS. LAST SEASON THE PROGRAM WAS ON NBC. L. D. WERTHEIMER ADV. INC., NEW YORK, PLACED THE ACCOUNT.

Alleghany Steel On NBC

ALLEGHANY STEEL CO., BRACKENRIDGE, PA. (STAINLESS STEEL) WILL START ITS 10TH SEASON BY WEEK PROGRAM IN THE FALL WITH NOV. 27, ON 18 NBC-BLUE NETWORK STATIONS, FRIDAYS, 7:15-7:30 PM. MICHAEL SKONE WILL BE THE HOST OF THE PROGRAM, WITH FORD BOND AS MASTER OF CEREMONIES, MARIO KOZI, DANCER, AND A 10-PIECE ENSEMBLE. HERETOFORE THE SPONSOR HAS USED WBS TRANSCRIPTIONS. WALKER & DOWNG, PITTSBURGH, PLACED THE ACCOUNT.

Kennett Succeeds Becker

APPOINTMENT OF BOB KENNETT, PRODUCTION MANAGER OF WLW, AS PROGRAM DIRECTOR, ALONG WITH HIS PRODUCTION ASSISTANT DUTIES, WAS ANNOUNCED NOV. 9 BY LEWIS M. CROSSLEY, WLW GENERAL MANAGER. HE SUCCEEDS W. C. FLACK, WHO RESIGNED TO ENGAGE IN INDEPENDENT RADIO PRODUCTION. SIMULTANEOUSLY, J. E. KRAUTNER WAS PLACED IN CHARGE OF CONTINUITY WITH WILLIAM STOESS AS HEAD OF THE MUSIC DEPARTMENT.

WALTER PRESTON, WHO RECENTLY RESIGNED AS NATIONAL SALES MANAGER OF THE CHICAGO APPLICATION OF THE HEARST RADIO INC. HE WILL CONCENTRATE ON THE NEW YORK STATE BROADCASTING SYSTEM AND WINS, ITS NEW YORK KEY.

Chicago Baseball Teams To Add Talent Charges For Broadcasts in 1937

SPONSORS of Chicago baseball broadcasts will have to up their ante next year to include a charge for talent. Owners of the Cubs and White Sox having decided that if the activities of their players can increase the earnings of stations and advertisers they, too, are entitled to a cut.

This is a direct reversal of former policies, as clubs have previously welcomed any station that wished to broadcast their games either as a commercial or sustaining program knowing that the broadcasts were good advertising for the clubs among out-of-towners who would look for fans through listening and when in the city would be sure to attend the games.

Radio has been tried with turning many housewives who before radio knew little or nothing about the national game into rabid fans.

Executives of both clubs refused to make any definite statements regarding the amount of the broadcast talent charges, saying that the matter would undoubtedly come up for discussion both at the major league meetings to be held in New York in December and at the general meeting of the clubs with Commissioner Landis following the league sessions. Rumors that the complaints of minor league teams that fans in their cities were staying at home listening to big league game broadcasts instead of turning out to watch their local teams play would cause a general ban on baseball broadcasting or a limitation of these broadcasts are prevalent, but the management of both clubs and the Landis office refused to discuss the question, repeating that when a decision has been reached an official statement will be issued.

Play-by-play descriptions of the home games of the Cubs and White Sox, whose schedules are so arranged that one team plays at home while the other is on the road, were broadcast during the past season by WRB, station in Texas Co. (Texas gas and oil); WBBM, for General Mills (Wheaties, the Ralston-Purina Co. cereal chain); WIND, for Phillips Petroleum Co. (Phillips 66 gas and oil); and the ABC regional network for Campana Corp. (Italian Balm). WIND also broadcast a 60-minute dramatization of the Cub game each evening under the sponsorship of the Cub team.

FCC Suspends Grant

SUSPENSION of the grant for a new station to the St. Louis Star-Times Publishing Co. was ordered Nov. 10 by the FCC until determination by the U.S. Court of Appeals for the District of Columbia of the Appeals filed by KSD and WIL, both of St. Louis, which protested the action. Stay orders were issued by the Court Oct. 24, restraining the FCC from making its decision in favor of the newspaper effective during the pendency of the litigation. The FCC charged the Federal Communications Commission of WIL, a local in St. Louis, the Broadcast Division granted the Star-Times a permit for a new 1,000-watt full time station to operate on the 1250 kc. channel.
How to Sell
a President

With Some Minor Notes on the Fine Art
of Political Salesmanship and Certain
Addenda for the Makers of Things to Buy

Politicians, being canny people, have a very
definite ability for determining the shortest dis-
tance between two points. WOR's total time
sold to both major parties during the recent elec-
tion points to this with a rather deliberate em-
phasis. Political expenditures for the 1936 presi-
dential campaign on WOR amounted to $51,906.49.
Compared with the total time bought on WOR
during 1932, this is an increase of $17,906.49,
or 52.6%. Good going! Breaking this down fur-
ther for the benefit of those readers more statis-
tically inclined, we learn that the total political
time sold by WOR in hours amounted to 45¾. Of this, pro-Roosevelt salesmen bought 21¾; pro-
Landon salesmen, 16¾; while "all others" bought
7¾. May we add that the majority of the 35
million listening ears, in the area which WOR
serves who voted for the two major candidates,
are very eager to hop aboard their bicycles and
ride to the counters where you have things to
sell... that is, we mean, when you advertise
to them over WOR.
Canadian License Taxes Show 800,000 Listeners
NEARLY half of the residents of Canada are now believed to be radio listeners, according to the Canadian Department of Trade and Commerce, which bases its estimate on nearly 800,000 radio licenses sold during the first six months of the present fiscal year which started April 1. Based on last year's figures for the first six months, 527,000, and the total for the year, 922,000, the department believes 1,000,000 licenses at $2 will be sold this fiscal year. With five members to a family at least 3,000,000 listeners—half of Canada's entire population.

Other factors which point to a growing Canadian listening public, the department points out, are the sale of 190,000 receivers last year, as well as the fact that free licenses to the blind have jumped 400 during the first six months to a total of 2,314. There were 589 free licenses in 1930.

Father Coughlin’s Retirement Removes Colorful Radio Personality From Air
ANNOUNCEMENT Nov. 7 by Father Charles E. Coughlin, militant "radio priest," that he is withdrawing from all radio activity, removes from the wavelengths one of the most provocative figures in public life. More unrest among broadcasters and more recriminations against stations have resulted from his broadcasts during the last five years over independent networks than in the case of perhaps any other individual regularly using radio.

In his farewell address over a special network tied into MBS, Father Coughlin declared that the Presidential election "thoroughly discredited" his National Union for Social Justice, which had opposed reelection of President Roosevelt. The Union, he declared, is not dead but "merely asleep." The policy of the Union, he added, would be one of "silence" toward the New Deal, and as a consequence, he will cease his broadcasts.

Father Coughlin brought out that his withdrawal from radio fulfills his promise of last summer, when, at the Cleveland convention of the Union party, he endorsed the candidacy of William Lemke for the presidency. At that time he said that if Lemke failed to poll 9,000,000 votes he would abandon his radio crusade, paid for by contributions to the Union.

Rapid Rise to Fame
"OF THE millions of members of the National Union who pledged to support its endorsed candidates because they pledged to support our principles," he said, "I regret to announce that less than 10% of the National Union members lived up to their promises."

Father Coughlin's inflammatory utterances, particularly during the campaign just ended, had repercussions even in Rome. He denied, however, that his decision to forsake radio entirely had anything to do with his relations with the Vatican or that his superiors had ordered it. Several times during the last five months he has apologized to President Roosevelt for his attacks on the air. It was never publicly announced whether the Vatican took any part in these apologies.

It was reported that Cardinal Pacelli, Secretary of State of the Holy See, who sailed for Italy Nov. 6 after a month's sojourn in this country, had as one of his missions discouragement of Father Coughlin's political activities.

An inconspicuous figure in the Catholic realm when he was associated with the American Radio Union, Father Coughlin, in 1929, after having been educated in Canada, Father Coughlin first attracted the use of radio in Detroit. He had built a station of only about two dozen at that time. His gift of oratory served him well and he soon built up a large following and received many contributions. In 1929, when his fame had spread, stations in Chicago, Cincinnati and other points began to pick up his broadcasts, keyed through WJR, Detroit. Then the following year, CBS gave him a national network on Sundays and his fame became nationwide.

In 1931, CBS altered its policy governing religious broadcasts, leaving the selection to representative ecclesiastical groups. It barred solicitation of funds. Then Father Coughlin organized his own network for use Sundays during nine months of the year, keying the broadcasts from WJR, and using some 25 to 30 stations in major cities. His following reached astounding proportions. In 1935, to supplant his wooden church, he built a huge auditorium costing approximately $750,000 with funds contributed by listeners.

Throughout this period, Father Coughlin's chief radio advisor was Leo J. Fitzpatrick, vice president and general manager of WJR, Detroit. Another advisor has been Alfred J. McCosker, president of WOR and chairman of MBS. During the last two years the MBS stations have used as the nucleus of the Coughlin network, with added stations.

Throughout his commercial broadcasting, Father Coughlin has paid regular station rates and interests, the line charges E. W. Hellwig Co., Inc., and Albert M. Ross, New York agencies, has placed the business.

Mueller Chicory Tests
E. B. MULLER & Co., Port Huron, Mich. (chicory) is testing radio with a series of announcements on WCAR, Cleveland, and is considering adoption on a nationwide basis. The test campaign includes an offer of a sample of chicory, a product popular a generation or two ago and now staging a comeback.

James A. Mason, Adv. Agency, Detroit, is agency.

Mail Order Campaign
CHICAGO MAIL ORDER Co., Chicago, is using a transcribed program, "Parade of Values," three evenings weekly during November on KDIA, WGY, WROK, WGN, WIBA, WHK, WIBA, KSTP, WMU, KRON. Agency is Mattson-Fogarty-Jordan Co., Chicago.

The Leopard Skin puts him across
TO THE power of the giant from the tall timber, the shrewd circus-man adds a leopard skin and a bit of bally-hoo—and lo—you have a strong man who stops the crowd. But remember the power was there all the time. It took showmanship to bring out its full possibilities.

Which explains why WSM scores hit after hit for advertisers. To the power of 50,000 watts, this station adds a unique conception of showmanship. And these two principles, without both of which no campaign can hope to succeed, deliver to WSM advertisers, not potential coverage, but a huge live audience of alert people in the very heart of the nation's fastest growing section.

50,000 WATTS

WSM

SHOWMANSHIP AND POWER

NASHVILLE, TENNESSEE

 Owned and Operated by The National Life and Accident Insurance Company, Inc.

National Representatives, Edward Petry & Co. Inc.

Page 38 • November 15, 1936

BROADCASTING • Broadcast Advertising
RADIO LEADERSHIP IN NEBRASKA!

KFAB

First in Nebraska

- **KFAB** is the most powerful radio station in Nebraska with twice the power of any other station.
- **KFAB** has the largest radio primary coverage in Nebraska—a potential audience in 6 states of 3,170,344.
- **KFAB** has the largest radio production staff in Nebraska—the only Mobile Broadcasting Unit in the state.
- **KFAB** is a basic station of the Columbia Broadcasting System—the only CBS station in the Nebraska area.

No national or local advertising campaign for Nebraska can be complete without **KFAB**

**KFAB**

"NEBRASKA'S MOST POWERFUL STATION"

Central States Broadcasting System

Also owners of KOIL and KFOR

Free, Johns and Field, National Representative

www.americanradiohistory.com
### WORLD PROGRAM SERVICE SUBSCRIBERS

<table>
<thead>
<tr>
<th>Callsign</th>
<th>City, State</th>
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<tbody>
<tr>
<td>WAPI</td>
<td>Birmingham, Ala.</td>
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<tr>
<td>KOY</td>
<td>Phoenix, Ariz.</td>
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<tr>
<td>KELD</td>
<td>El Dorado, Ark.</td>
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<td>KUOA</td>
<td>Fayetteville, Ark.</td>
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<tr>
<td>KFWF</td>
<td>Ft. Smith, Ark.</td>
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<tr>
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<td>Bakersfield, Calif.</td>
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<td>KLX</td>
<td>Oakland, Calif.</td>
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<td>Eureka, Calif.</td>
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<td>KNX</td>
<td>Los Angeles, Calif.</td>
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<tr>
<td>KYEL-VKOD</td>
<td>Denver, Colo.</td>
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<td>KGKX</td>
<td>Pueblo, Colo.</td>
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<td>KXFA</td>
<td>Greeley, Colo.</td>
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<td>KTCA</td>
<td>Hartford, Conn.</td>
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<td>New Haven, Conn.</td>
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<td>Washington, D.C.</td>
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<td>KOBO</td>
<td>Boise, Idaho</td>
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<td>KLDO</td>
<td>Idaho Falls, Idaho</td>
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<tr>
<td>KRCI</td>
<td>Lewiston, Idaho</td>
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<tr>
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<tr>
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<td>Hutchinson, Iowa</td>
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CHICAGO LOS ANGELES NEW YORK SAN FRANCISCO WASHINGTON

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Radio and Roosevelt

PERPETUATION of the Roosevelt administration means continuance in office of an administration entirely friendly to radio.

The President himself has repeatedly asserted his abiding faith in the American system during the last four years. He has many times demonstrated his friendship, inspired largely by the non-partisan policies almost universally observed by radio in the face of a preponderantly hostile press. His own use of radio, his mastery of the microphone, have been indicative of the regard in which he holds radio as a medium for reaching the people.

Looking back over the last six months of political campaigning, we find some criticism heaped upon radio. But practically every complaint was political in nature. The occasional blemish was spoken of with the lingering kind; already most of them have faded away. Radio, we believe, acquitted itself admirably.

The last four years have been rather hectic from the radio regulatory standpoint. But by the same token they have been most constructive. Talk of imminent government operation of radio was rather strong at the outset of the Roosevelt administration. Now it is practically inaudible. Radio by the American plan is taken for granted, except perhaps by the outer fringe of die-hard pedagogues and by a scattering few of the so-called hangover "brain trust" element.

Thus, the second tenure of the Roosevelt administration, about to start, appears to bode well for radio. Congress will be even more heavily Democratic than its predecessor. Practically all of the old faces in both House and Senate who were in any way associated with radio will return. The two exceptions are the late Senator Couzens, of Michigan, and Rep. Monongah, the Montana Democrat who, it will be recalled, championed a government ownership bill at the last session. The latter lost out in the primaries in his state several months ago when he unsuccessfully sought the Democratic nomination for the Senate.

We are not unmindful of the fact that there is yet much to be desired from the radio regulatory standpoint. There has been talk of a Congressional investigation of the FCC. While we doubt whether it will develop at the oncoming session, we feel such an inquiry should be welcomed.

It is to be expected that the FCC will remain intact. There has been no minkling of changes on the FCC itself. Only one term expires during the ensuing year—that of Telegraph Commissioner Irvin Stewart next July.

One thing fervently to be desired is elimination of politics on the FCC and of political factors in the consideration of applications. A bad precedent was established for the FCC by the old Radio Commission.

The FCC would do well in starting the term of the administration by consigning everything political to the ashen and by asserting itself in the same fashion as has the Interstate Commerce Commission. If housecleaning is necessary in subordinate ranks, it should be done. Only by such a new start can it redeem itself.

The Corner Reached

IT HAS been aptly said that radio has crowded a century of progress into the ten years of achievement that NBC and its parent company so brilliantly commemorated during the last two weeks. NBC's record of the last decade practically reflects the record of American radio itself, and all American industry is joining wholeheartedly in the felicitation that are due it on the occasion of its Tenth Anniversary Nov. 15. Whatever may be competitive differences, NBC deserves well the salutes being accorded it on all sides.

Biggest event of NBC's crowded anniversary celebration was the disclosure to the industry at large of the television results achieved by RCA in collaboration with NBC. Our reports may have seemed over-enthusiastic, yet we feel we have faithfully reflected the amazing progress of this offspring of aural radio and we know we sense the sentiment by and large of the many seasoned radio executives and observers who have at last seen television.

There is no doubt in our minds that that nebulous "corner" of television has been reached; the turning of it, we believe, is only a matter of economics and technical refinements likely to be accomplished in two or three years. We confidently expect that the turning will be done by a powerful phalanx of broadcasters, now more than ever aware that it rests upon them to make television the same everyday reality through their own resources that they have made sound broadcasting.

Worth Considering

EVER SINCE spot broadcasting became a factor in radio there has been conversation about its proper promotion. When the exclusive station representative entered the field, the topic was enlivened. Representatives have sold spot with increasing success as advertisers and agencies became acquainted with the method.

While the representatives have been interested in selling their own exclusive lists against those of competitors, the inevitable result has been a service for spot use generally. But there has been little in the way of industry-wide effort to sell the medium against other media, and, as a matter of fact, against wire networks.

If there has been any real complaint against exclusive representatives, it has been that as a group they have not created any substantial new business. This is heard sporadically among groups of broadcasters. Yet, as far as we have been able to discern, there hasn't been anything even approaching a revolt against representatives and their methods. Agencies, by an act of large, prefer to deal with them as against direct contacts with stations. They have performed a useful service.

Now James L. Free, entreprenizing head of Free & Peters Inc. and of Free, Johns & Field Inc., advances a proposed cooperative campaign for promotion of spot broadcasting to be undertaken by the representatives as a group. A number of the outstanding firms, in principle, favor his plan.

We believe the plan has merit. That is because we believe in any constructive effort to improve the medium. Whether the plan as outlined by Mr. Free is the one that should be adopted, or whether there should be modifications, is a matter that the cooperating representatives themselves will decide.

In the interests of good broadcasting, we feel that every exclusive representative should attend a meeting for consideration of the whole subject at an early date. The representative, after all, is the employee of the stations he represents. If he does not take advantage of every opportunity to improve the status of his employers then he is negligent in his service.

A Legal Point

A DISCOVERY of interest has just been made in connection with the mooted political section of the Communications Act. It strikes at the heart of such issues as Communist Browder's right to demand equal time along with the presidential candidates.

In this issue we publish a letter from Nathan Boone Williams, Washington attorney, in which he advances the argument that legally there is no such person as a "legally qualified candidate" for the office of President. The law states explicitly in section 315 that if a station allows any person whether a "legally qualified candidate for public office" any time, it must afford equal opportunities to competing candidates.

But, it is brought out that neither the Constitution nor any other laws make mention of a "legally qualified candidate" for President. The office is filled by the choice of electors of each state, as prescribed in the Constitution, and the "legally qualified candidates" therefore are the electors.

There can no doubt that the intent of the act was to cover the office of President and that the language inadvertently was not made applicable. But it appears just as certain that in any case for the present the FCC would not hold in the courts in the event a station chose to adjudicate the issue.

The campaign, praise glory, is all over. Consequently there probably won't be any occasion to test this point this year. But four years from now it may be a different story.
FRANCIS DAVIS BOWMAN

ON OCT. 17, a program not elaborately or spectaculately, yet a successful, familiar and widely popular feature—the Carborundum program of band music and Indian legends—started its eleventh consecutive year on the air and, in doing, hung up several records to achieve a unique place in radio's annals. It is a pioneer among sponsored programs, the oldest band music series on the air, and probably the only program, sponsored or sustaining, to remain unchanged in form or personnel for an entire decade of broadcasting, and to have been part of the entire life of commercial radio.

Coming to the air when almost all commercials were aired from New York, a few from Chicago, it has always originated at Niagara Falls, home of the sponsor. It was possibly the first program of institutional advertising. It was also among the first to direct, and as late, personal sales messages when high-pressure booming was the order of the day. And, without over-selling tactics, it has consistently brought greater response, year after year.

The unique record of the Carborundum program, now endowed with the new title The Voice of Niagara, is a personal tribute to Carborundum's advertising manager, Francis Davis Bowman, who is not only the great designer of the program but has served, since its inception, as its production director, continuity writer, narrator of Indian lore and commercial announcer. He chooses all music and at times, in rehearsal, conducts the band.

In the dawn of commercial radio, Advertising Manager Bowman even makes the products and their equipment known to this new toy, saw the opportunity to spread the story of his company and its products, in a manner at once effective and low cost. Although the company, manufacturers of abrasives, does vitally essential business with industrial plants, its sharpening stones, razor hone and household sharpening devices, sold through the hardware trade, are consumer articles, with every radio listener a potential buyer. Carborundum was, in 1922, a name well-known in industry, little-known to consumers.

The double-barreled possiblities of radio, for institutional goodwill behind its large industrial sales and for a direct consumer campaign, were apparent to him.

The program, Advertising Manager Bowman conducts, is a triumph of planning, for the flow of the program into the listener's ear is controlled and varied from week to week. It starts, with a brief introduction, to the subject and then launches into stories, songs, music, and announcer's sales talks, with every program including a short lesson in advertising.

Mr. Bowman has also become an outstanding goodwill ambassador for radio. The success of this unique series has led to many requests for him to tell the story of radio as an advertising medium to luncheon clubs, business groups, chambers of commerce, and other organizations of industry. It flies thousands of miles to make such talks, and, even in the highest circles of the networks, it is recognized and valued as a goodwill ambassador for radio.

HERBERT V. Akerberg, CBS station relations vice president, planned to leave New York City for the Good Will trip through the South and West. He planned to visit Houston, Dallas, San Antonio, Shreveport, New Orleans, Oklahoma City and Louisville, returning about Dec. 1.

M ARION KAROL, formerly with W ABC, New York, has joined the sales department of CBS at KNX, Hollywood.

E. C. Mills, ASCAP general manager, left on Nov. 3 for the two weeks trip to the midwest visiting various ASCAP offices. Mr. Mills plans to be in Chicago Nov. 14 to attend the convention of ASCAP's Chicago representatives.

HOWARD RAY, radio director of Townsend National Recovery Plans Inc., has joined the CBS headquarters for California immediately after election, expecting to return about Dec. 1, he has hopes of arranging radio activities for the old-age pension plan.

C. H. Ferguson, formerly of Knox Radio Advertising Inc. and Metcor Co., Inc., Twin Cities ad agencies, has joined the Minneapolis sales staff of KSTP. Mr. Ferguson has had 17 years background in the newspaper and agency field.

PHILIP G. LASKY, manager of KSF, San Francisco, this fall, of a 6 pound, 9 ounce son, born Nov. 6, at the Children's Hospital, that city.

STANLEY G. BREYER, formerly account executive of Sidney Garfinkel Advertising, has joined the sales promotion department of KJBS, San Francisco, succeeding the recently deceased. He joined KFRC, Wallace F. Busse, formerly of Weiller Service, and Seattle broadcast sales of KJBS, at one time he was manager of KIEV, Glendale, Cal.

E. P. Schutlz, commercial manager of KFIS, San Francisco, has returned from a fractured wrist, suffered Nov. 4.

FRED B. BATE, NBC representative in London, arrived in New York Dec. 1, having been in London a few weeks.

FRANK CHANDLER, son of J. B. Chandler, owner of 4BC, Brisbane, Australia, returned to that country late in November. He has spent a year in the United States visiting radio stations and transcription studios.

BROADCASTING • Broadcast Advertising

November 15, 1936 • Page 43

www.americanradiohistory.com
ALEX KEIRSEY, formerly of KTHS, Hot Springs, Ark., has joined the announcing staff of WQOD, Chattanooga, replacing Tom Nobles. Louis Buck has been given an announcing post at WQOD.

SAMUEL N. MELNIECO, former radio consultant, has joined KJBS, San Francisco, as an announcing operator, a position he held before going into business for himself. He takes over the duties of Gordon Brown, injured in an auto accident. Jack Deane, formerly NBC announcer in San Francisco and prior to that with KFRC, has joined the KJBS announcing staff.

JACK STILLWELL, production manager of WIRE, Indianapolis, and Dorothy Jean, WIRE vocalist, will be married Nov. 26.

RUSSELL McNEIL, NBC librarian in San Francisco, is the father of a girl born Nov. 4 at Cottage Hospital, San Rafael, Calif. Mrs. McNeil was formerly assistant to Henry Mass, NBC sales traffic manager in San Francisco.

RALPH EDWARDS, former announcer at KFRC in San Francisco, has joined the CBS announcing staff in New York, replacing Dell Sharbutt.

MARcia DAVENPORT, New York music critic and writer, is in San Francisco acting as commentator for the NBC nationwide broadcasts of portions of four operas during the season in that city, which started Oct. 30 and continues through Nov. 22.

DAVID VAILE, formerly with KXK, Seattle, and KIJI, Los Angeles, has joined the announcing staff of KOOG in San Francisco, succeeding William Clifford, resigned.

CONNIE BLAKE has joined the traffic department of KFRC in San Francisco, succeeding Edna Puphal, resigned.

THOMAS BREEN, formerly with the West Coast stations, has joined WISN, Milwaukee, as announcer and assistant production manager.

JEAN BURKE, for several years on the administrative staff of KFRC, Hollywood, but not with the station the last year, returned Nov. 1 to be assigned to the sales department.

KAY BOWMAN, secretary to Larry Allen, NBC Artists Service manager in San Francisco, on Nov. 21, will be married to Abner Davis Hall of that city.

FRANKLIN TOOKE has been promoted to the program directorship of WOWO, Fort Wayne, with Clair Geddings being named program director of WGL, associated Westinghouse stations. Howard Ackley is chief announcer, and George Applegate, formerly of WCAT, Philadelphia, and WGR-WKBW, Buffalo, is Program Director.

JAMES M. PATT, formerly publicity director of KMB, Kansas City, has joined the CBS staff in Chicago as director of public events and special features for Columbia's western division.

HUGH WALTON, announcer of WCAT, Philadelphia, and Miss Caroline Myers, were married Nov. 7 in Harrisburg.

HELEN HARTZER, accountant of KFRC in San Francisco, was married on Nov. 1, to Charles Jones, contractor.

DEAN MADDOX, free lance radio producer and master-of-ceremonies, with Tom Calka, agent and former orchestra leader, and several others have formed Associated American Artists, with headquarters established at 101 Post St, San Francisco.

The organization will go in for radio show production, booking of dance orchestras and other phases of entertainment. Richie Dorno, formerly associated with the Hotel Del Monte, Del Monte, Cal., is in charge of the office.

LEE CRONICAN, on the executive staff of WMCA, New York, since August, has been named chief announcer. Before joining WMCA he had been an announcer and conductor at WOR New York. Assisting him are James F. Clemenger and Bob Carter.

HOWARD KEEGAN, production man in NBC's Chicago studios, has returned to his programs after several weeks sick leave.

MAURICE LOWELL, who has been on leave in Washington, D.C. serving as director of the Federal Radio Project, has returned to his place on NBC's Chicago production staff.

DON McBECK, recently named remote control announcer of KIJI, Los Angeles, is a radio veteran, having been in the industry eight years, and is not "new to radio", as incorrectly stated in this column Nov. 1.

ROBERT HAFTER, formerly program director of KMOX, St. Louis, has joined the production staff of WBBM, Chicago.

JOHN MCDONALD, formerly of WLEY, Erie, has joined KFRO, Longview, Tex., as local announcer and studio technician.

GEORGE WATSON, formerly of NBC and WCFL, Chicago, and Paul Parker, radio actor and freelance filmmaker, have been added to the announcing staff of WBBM, Chicago.

VIRGINIA SEEDS, of the WLS, Chicago staff, was married in October to Jack Rettig, Chicago newspaperman.

PERRY WOOLEY, formerly of WKY, Oklahoma City, and Bill Hillhouse, have joined KBX, Muskogee, Okla. William Barclay, formerly of WXYB, Kansas City, and KWAR, Hutchinson, Kan., has been named KBX program director.

LOIS WILLIAMS has returned to the CBS press department in San Francisco, after being confined to her home at Mount View, Cal., with a fractured knee received in a street car accident.

CARL SELLINO, Los Angeles radio and theatre orchestra leader, on Nov. 1 signed with Associated Cinema Studios, Hollywood recording studio, as staff music director.

STAR RADIO PROGRAMS, script service at 250 Park Ave., New York, is moving to larger quarters in the same building, effective Nov. 15.
For many years those three factors have made UNITED PRESS the dominant news service for dominant newspapers. And now those same factors are making UNITED PRESS radio news service the dominant service for dominant radio stations.

UNITED PRESS radio news is written and edited by men experienced in the presentation of news on the air. The entire U.P. radio staff has been trained thoroughly to write for the EAR and NOT the eye. Their stories give listeners graphic word pictures of news events.

For those reasons dominant radio stations agree that UNITED PRESS radio news is "TOPS" for listener interest.
Daven salutes NBC. The gigantic strides made by the broadcasting industry in the past decade are in good measure due to the enterprise and initiative of this great institution. NBC artistic achievements and engineering skill have made and are making broadcasting history. We are glad to have some small part in its activity.

THE DAVEN COMPANY
160 SUMMIT ST. NEWARK, N. J.

Makers of volume controls, main gain controls, etc.

AIR EXPERIENCE
CBS to Train New Artists by WHN Appearances

TALENT being coached by Columbia Artists Bureau will be given preliminary microphone technique over WHN, operated by the Marcus Loew interests, under an arrangement effected by Ralph J. Wonders, Bureau head, and Louis K. Sidney, manager of WHN.

In announcing the plan CBS explained that crowded network schedules prevent many worthwhile radio personalities from getting beyond the audition room. Systematic training of promising talent and its development through actual broadcast experience.

KNX Named in Suit
WESTERN Broadcasting Co., operating KNX, Hollywood, Edward Albright, announcer, and officials of the company, were sued Oct. 29 by Rachel Fields Pederson, author of Time Out of Mind, a recent best seller published by Macmillan. The court action alleges that Albright read the book over the air and continued after warning to desist. Philip Cohen, attorney for the plaintiff, based his complaint on unfair competition and asks for $25,000 punitive and $15,000 actual damages.

FRED ASTAIRD, nearing the end of a 13-week series for Packard Motor Car Co. on NBC Red network, has received a contract renewal for another 13 weeks. He will start work on a new film, "Stepping Toes," within a few weeks.

Annual Memorial Award In Pittsburgh Received By Wilbur C. Sutherland

WILBUR C. SUTHERLAND, announcer and sports reporter of KDKA, Pittsburgh, on Nov. 2 was awarded the H. P. Davis Memorial Award in a special program, the presentation being made by Councilman Robert Garland. The award includes a gold medal and $150 in cash. Second place went to Edwin Schaugency, announcer of the KDKA Musical Clock program. Third place was won by Ernest Heff, of WJAS-KQV. It is the second time Sutherland has won the award. Fred Webber and Tony Wakeman have been other winners.

Instead of special auditions, the judges listened to the 27 Pittsburgh announcers on their regular programs during October. The award has been provided each year since 1933 by the widow of H. P. Davis, known as the "Father of Radio Broadcasting," who was so prominent in the early days of radio development at the Westinghouse Electric & Mfg. Co., East Pittsburgh.

Sutherland, native of Baltimore after graduation from Cornell in 1928 as an electrical engineer, enrolled in the student course at Westinghouse and was first assigned to steel mill sales engineering work.

THE CALL LETTERS HEARD IN 421,732 RADIO EQUIPPED HOMES THROUGHOUT NORTH AND SOUTH DAKOTA, EASTERN MONTANA, WESTERN MINNESOTA, PARTS OF NEBRASKA AND WYOMING, MANITOBA AND SASKATCHEWAN, CANADA.

LET US TELL YOUR STORY.

The Meyer Broadcasting Company Bismarck, N. Dak.
WLW is justly proud of the results it has produced for its advertisers.

But WLW’s greatest pride is in the pleasure it gives to its vast listening audience.
Taken From Life

Here's a picture of one of the 7,000 issues of the 1936 YEARBOOK Number. We'll confess it looks like last year's straw hat.

But that tattered, torn and thumbmarked volume had a real career—as did 6,999 equally useful brothers. They have undergone the day-by-day ordeal . . . constant use by radio advertisers . . . by advertising agency executives . . . by station and network people . . . and by others identified with the business of broadcasting.

THAT is readership . . . and in the right places

Now, the 1937 edition of the YEARBOOK is in the making! There are more and better features, which will make it even more indispensable to the men who buy radio time.

We sincerely believe that the YEARBOOK Number is the year's best opportunity for effective promotion—a lasting medium at regular rates.

The YEARBOOK Number

- is scheduled to be mailed on or about
  February 15, 1937 and will be
  sent to all subscribers.

MAKE YOUR RESERVATION TODAY!
Final Advertising Forms Close December 15, 1936

BROADCASTING

NATIONAL PRESS BLDG.  WASHINGTON, D. C.
The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

KDKA, Pittsburgh
Cline & Johnston Inc., Osowo, Mich. (C & J beans), 27 sp., thru Advertising
Colgate - Palmolive - Peet Co., Jersey City, 30 sa, thru Benton & Bowles Inc., N. Y.
Little Crow Milling Co., Warsaw, Ind., thru Montana, N. Y.
Utica Kilting Co., Utica, N. Y., 3 weekly sa, thru John Thomas Miller, N. Y.
Bulova Watch Co., New York, 15 weekly ta, as (starts Jan. 1), thru Blow Co., Inc., N. Y.
Drums Inc., Detroit (cleaning fluid), 3 weekly sa, thru C. C. W. Indianapolis, Inc., Detroit.
Bunte Bros., Chicago (candy), 3 weekly sa (starts Jan. 6), thru Fred A. Robbins Co., Chicago.

WHBT, Charlotte, N. C.
Colgate-Palmolive-Peet Corp., Jersey City (Supersuds), 26 sa, thru Benton & Bowles Inc., N. Y.
Colgate - Palmolive - Peet Co., Jersey City (Palmolive soap), 6 sa, thru Benton & Bowles Inc., N. Y.
Florida Citrus Commission, Lakeland, Fla., 3 weekly f. thru Ruthrauff & Ryan Inc., N. Y.

WAAB, Boston
General Household Utilities Co., Chicago (granow appliances), 30 sa, thru Ruthrauff & Ryan Inc., N. Y.
Willard Storage Battery Co., Cleveland, Ohio, thru Meldrum & Fewsmith Inc., Cleveland.
Gibbs & Co., Chicago (Gabrielene permanent wave), weekly sp., thru Bertram & Keibel Adv., Chicago.

KOH, Reno, Nev.

WOWO, Fort Wayne

KBSJ, San Francisco
Paranet Co., N.Y. (Preliminary Paranet cleanser) 2 weekly sa, thru Emil Brischner & Staff, San Francisco.

KSF, San Francisco

WPXK, Kansas City
Pennzoil Co., Oil City, Pa., 26 sa, thru Fuller & Smith & Ross Inc., Cleveland.

NWAC, Boston
Lea & Perrins, New York (condiments), 6 weekly sa, thru Schwimmer & Scott, Chicago.

BROADCASTING • Broadcast Advertising

WMAQ, Chicago
Aurora Laboratories, Chicago (Clear Agaur cold remedy), 6 sa, 1 weekly thru, Aubrey, Moore & Wai-
ly Inc., Chicago.
Huck Motor Co., 2 flint, Mich. (automobiles), 3 sa, thru Arthur Kud-
er Inc., Chicago.
Milton Bradley Co., Springfield, Mass. (games), 3 weekly sa, thru Black-
stone Inc., N. Y.

Commercial Solvents Corp., Terre Haute, Ind. (user aurene), 6 weekly sa, thru Maxon Inc., De-
troit.
Procter & Gamble Co., Cincinnati (Criso), 2 weekly sa, thru Black-
man Adv. Inc., N. Y.

Campagna, Ill. (Moon Glow Nail Polish), 33 sa, thru Aubrey, Moore & Wallace Inc., Chicago.

Aurora Laboratories Inc., Chicago (Orginelle), thru, Jan 6, 6 weekly sa, thru Aubrey, Moore & Wallace Inc., Chicago.

WCAE, Pittsburgh
Creswell Publ. Co., New York (Woman's Home Companion), 3 weekly f. thru Geyer, Cornell & Nor-
ris Inc., Chicago.
Ironized Yeast Co., Atlanta (proprietary), 11 weekly f. thru Ruthrauff & Ryan Inc., N. Y.

College Inn Food Products Co., Chi-
icago (coffee), thru J. N. Smith Inc., thru Blackett-Sample & Hummert Inc., Chicago.
Marine Commercial Co., Balti-
more (Rem), 364 sa, thru Jerome & Bowles Inc., Baltimore.
Procter & Gamble Co., Cincinnati (Criso), 60 sa, thru Blackman Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 230 f. thru Blackett-
Hammer Inc., Chicago.

KGO, San Francisco
Washington State Apple Inc., Wenat-
ches, Wash. (apples), 20 sa, thru W. J. Walter Thompson Co, San Fran-
isco.

Gas Appliance Society, San Francis-

Doralinda Inc., Hollywood ood, (cos-
metic), 8 weekly thru, Advertising Art Agency, Los Angeles.

KFRC, San Francisco
Central City Chemical Consolidated, San Francisco (Lennox cough syp-
Gragnano Products Inc., San Francisco (Golden Grain Italian Mac-
aroni products), 3 weekly sp., thru Emil Brischner, San Francisco.

KFA, San Francisco
Owl Drug Co., San Francisco (Pa-
permate Co. pastes), weekly thru, Arthur A. Soper, San Francisco.

KYOS, Merced, Cal.
Pacific Greyhound Lines, San Fran-
isco, thru, Beaumont & Hohman Inc., San Francisco.

"Him? He's our radio sponsor."

Robert, Day in The New Yorker

Page 50 • November 15, 1936

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BROADCASTING • Broadcast Advertising

November 15, 1936 • Page 51

PRO BONO PUBLICO*

...to give YOUR program added importance and sales power

50 Non-Commercial Broadcast Periods Each Week

ARCH SHAWD, who resigned in October as manager of CKLW, Windsor-Detroit, has been appointed sales manager of WXYZ, Detroit, and the Michigan Radio Network, it was announced Nov. 2 by H. Allen Campbell, general manager of the King-Trendle Broadcasting Corp. Mr. Shawd has been with CKLW, recently sold by its American backers to the Rogers-Majestic interests operating CFBR, Toronto, for nearly five years as salesman, sales manager and general manager. Before that he was with the display advertising department of the Detroit Free Press. He assumed his new post Nov. 2.

CALL letters of WLBF, Kansas City, Kan., were changed to KCKV early in November by authority of the FCC.

CuyHoga County Funeral Directors Assn., Cleveland, has started a cooperative radio campaign on WHK and is running the Country Church of Hollywood, transmission produced by the Radio Transmission Co. of America Ltd.

Russell Miller Milling Co., Minneapolis, has taken 130 episodes of Chandy, transmission series from Earnings Radio Productions, Hollywood, for placement on KGIR, Butte, Mont.

Self Realization Fellowship Church, Los Angeles, through Faron Jay Moss & Associates, Los Angeles agency, is transmitting a series of quarter-hour programs at the Los Angeles studios of MacGregor & Sonlie Inc., for placement on stations.

Hemphill Diesel Engineering Schools Inc., Los Angeles, has appointed West & Associates Inc., Glendale, Cal., as agency.

New York, New Haven & Hartford R. R. Co., Boston, is placing radio advertising through Dowd & Ostreicher Inc., Boston.


Free Time is Requested for Flower Disc Series

A "FREE" offer of a series of 13 quarter-hour transmissions titled "Music & Flowers" has been made to stations by Morner Productions Inc., 2 W. 45th St., New York, "in the interest of flower appreciation and containing no commercial credit or trade names."

"Since only a limited number of radio stations can be supplied with this series," the offer reads, "exclusive territorial rights will be granted whenever possible. Stations are advised that "garden clubs, women's clubs, schools and universities, housewives and flower lovers in general will welcome Music & Flowers as one of the most constructive, beautiful and entertaining programs on their schedule."

William C. Perry, a former music director for NBC in New York, died Oct. 30 at Banning, Calif. He had been at a desert sanitarium for several months. He is survived by the widow and a daughter. The body was taken to Camden, N. J. for burial.

*PRO BONO PUBLICO. translated, means "for the good of the public" and translates once again, means "extra pulling power for the good of WXYZ advertisers."

NEWS: 7:30 to 7:40 A. M. Monday through Saturday. 10:00 to 10:05, A. M. Monday through Saturday. 12:00 Noon to 12:10 P. M. Monday through Saturday.

EDUCATION: "Women University Talks" each Friday 3:45, 4:00 P. M. "Books of Today, Yesterday, Tomorrow" each Sunday 12:30, 1:00, 3:00. M. and Thursday 4:30/4:45 P. M.

MUSIC: Music Appreciation, each Friday 2:00 P. M. to 2:30 P. M. Music Giants, as scheduled by N. B. C. Rochester Civic Orchestra, as scheduled by N. B. C. Detroit Conservatory of Music. Monday 12:15 P. M. to 12:30 P. M., United States Navy & Marine Bands. Wednesday 2:00 to 2:30 P. M.

HEALTH: 11:30 to 11:45 A. M. Detroit Board of Health, each Monday, Tuesday, Wednesday, Thursday and Saturday, 8:45 A. M. to 9:00 A. M., WYCA, each Wednesday and Friday.

WOMEN'S INTERESTS: Happiness House, Monday through Saturday. 11:00 to 11:30 A. M. American Association of University Women, each Friday 4:45 to 5:00 P. M. Local Federated Women's Clubs, each Saturday, 12:15 to 12:30 P. M. National Federated Women's Clubs, each Thursday, 12:15 to 12:30 P. M. for WYCA.

WBBM Red Network
THS radio program division of the WOR Broadcasting Co., Inc., has purchased Green Valley Line, Treasures of the Lorelei and Blu of the Mountains from the Western Curb Corp., San Francisco transcription service, which was out of business in October. The Bidick organization will place the items in its current sales catalog.

S. WILLIAM YOUNG, formerly manager of the Victor Division of RCA Victor, in Chicago, where he supervised construction of the company’s recording studios, and previously with the Columbia and the Decca studios, will be the Chicago staff of NBC’s transcription service. For the last six months he has been with the West Coast branch of the company, with Jan Garber’s orchestra, which he served as business manager.

LIBRARY OF THE AIR, which is subscribed for the WBS transcription library.

MORGAN RECORDING Co., new San Francisco transcription concern, is cataloging a quarter-hour series of travelogues titled Roadways of Roadside Ranches. A. W. Scott, commentator, for the Pacific Greyhound Lines Inc. that city (transportation), which will be placed through Beaumont & Hoffman Inc., San Francisco agency. A series of 13 five-minute transcriptions based on various facts are being cut by the Morgan Recording Co., for St. Clair Brewing Co., San Jose, Calif., and placed through Guggenheim Adv. Agency, San Francisco.

RICHARD HOLMAN, who writes the scripts and also acts in The Cub Reporter, serial being cut by MacGregor & Sollie Inc., Hollywood transcription concern, after an illness which confined him to his home in San Francisco, has returned to Southern California.

STANDARD RADIO Inc., Hollywood transcription program producer, early in November started to record Henry King’s orchestra for its thirty minute service with production at the RCA Mfg. Co. sound studios in that city.


RADIO RECORDERS Inc., Hollywood transcription program producer, early in November started to record Henry King’s orchestra for its thirty minute service with production at the RCA Mfg. Co. sound studios in that city.

TITHE John Hix Strange as It Seems program on Don Lee-CBS network through WAVE, Los Angeles, and produced by the Raymond H. Morgan Co., Hollywood radio agency, has been taken on transcriptions twice a week by the British Australian Lead Manufacturers Pty. Ltd. for broadcast on 21B, Sydney.

ARTHUR TIBBALS, for two years production manager of KFAC, Los Angeles, has been named production manager for Associated Transcriptions of Hollywood.

WILLIAM R. WARD, editor of the NBC Thesaurus transcription library.

Library Approved Declares Baldwin Finds Favorable Response to Public Domain Disc Plan

A "GRATIFYING response" to the proposal of the NAB to record a library of 100 hours of public domain music has been received from members of the trade association, with some 300 of the NAB members already having responded to the initial questionnaire, James W. Baldwin, NAB managing director, declared Nov. 12.

Although less than a month has elapsed since Mr. Baldwin mailed to his membership the announcement of the plans on Oct. 23, more than three-fourths of the membership responded. The only question asked in the letter announcing the plan was whether the station used the vertical or vertical type of reproduction so that the NAB could gauge its orders for pressings. Practically all responses, Mr. Baldwin said, indicated intense interest in the plan for a public domain library, which would be an offset to payment of copyright royalties to ASCAP or other groups.

Production Study

Mr. Baldwin declared it is yet too early to assess actual production will begin. He explained he is negotiating with various recording companies and investigating their methods of production before deciding upon placement of the initial recording order.

The transcriptions transcribed is the result of searches made at the Library of Congress, which is the repository of the public domain and other works. Edward J. Fitzgerald, director of the NAB Bureau of Copyrights, is in charge of the work and has been searching the Library files. He has procured clearance, according to Mr. Baldwin, of some 1,600 numbers which, he estimated, will make up the 100 hour totals mentioned.

The transcription library project is a part of the NAB plan to eventually build up a reservoir of music, in times of emergency, would relieve the industry of its dependence upon groups owning rights.

No estimate can be made yet of recording costs or the amount to be assessed stations for the production of the library, Mr. Baldwin declared. Such matters as studio facilities and the cost of orchestras and artists for production must be taken into account, he pointed out, and it may be several months before a decision can be reached. Recordings will be done under the immediate supervision of Mr. Fitzgerald, who is supervising the arranging of the public domain numbers. [See Nov. 1 Broadcasting].

Doraldina Testing

COSMETIC DISTRIBUTORS Inc., Los Angeles (Doraldina Cosmetics) early started a test announcement campaign on KPI, Los Angeles, and KGO, Oakland. Advertising Arts Agency, Los Angeles, handles the account. If the campaign on the Coast warrants opening additional territory by radio, stations in Michigan and Ohio will be used.

Public Domain Library OffLang-WorthExpanded

FIRST shipments of the second series of Lang-Worth Planned Program Service were made early this month to subscribing stations, amounting to more than 93% of the list which subscribed to the first library of tax-free music. The series takes familiar public domain melodies of the ages and treats them in modern rhythmic style.

While the library was originally intended for domestic use, stations in a number of countries have subscribed. The second series includes name orchestras and artists, continuity service and publicity material. C. O. Langlies, general manager of Lang-Worth Feature Programs, stated that the second series was based on suggestions from stations.

“FOUR GOOD SEATS WAY BACK, PLEASE!”

What do you mean—“good seats ’way back’"?? There ain’t no such things! And Louisville people know it just as well as you do. You can’t cover Louisville with an outside station. But using WAVE, sir, you do cover this really big market with one inexpensive N.B.C. station—really reach our 1,132,692 total potential listeners, 30% of whom live virtually within sight of our tower!

National Representatives
FREE & PETERS, INC.

Ernest R. Folger

ERNEST R. FOLGER, 66, president of J. A. Folger & Co., San Francisco (coffee and tea), died in a Belmont (Cal.) hospital, Nov. 7 following a long illness. A graduate of the University, he operated the family coffee business which was founded in 1850. Upon the death of his brother, Arthur A. Folger, he became president of the company in 1921. Survived by his widow, and two daughters, Mrs. Robert Watt Miller and Mrs. Cyril Tobin.
PHILADELPHIA...THE HOME MARKET
KYW Solidly Sells It

This third metropolitan district is the largest single-family home market in the United States. The local acceptance of KYW, backed by the prestige of the National Broadcasting Company, presents an advertising medium of real influence in this area.

KYW

10,000 WATTS
NBC Red Network
PHILADELPHIA

Completely programmed by NBC
ABC Appliance Plans
ALTOPFER BROS. Co., Peoria, Ill. (ABC washing machines), has named Hanff-Metzger Inc., Chicago, as advertising agency. The Hilltoppers program, broadcast three times weekly on WLS, Chicago, will be continued, and a quarterly-hour transcription series, featuring a chorus of boys and girls, has been recorded in Columbia Phonograph Co.'s Chicago studios for use in a dealer-cooperative campaign which is now being discussed at a series of dealer meetings.

JULANE DELLETIER, pianist at WJJD, Chicago, has just received word of the birth of Julane Johnson, the 45th baby (and the eighth of the Johnson clan) to be named for her.

The Other Fellow's Viewpoint...

Wrong Caption
TO THE Editor of Broadcasting:
It may interest you to know that in your issue of Nov. 1, Page 11, Volume 11, No. 9, there appears a picture in the upper left hand corner, of three members of the NBC staff who are supposed to be engaged in broadcasting an opera from the Metropolitan in New York City. The caption below the picture states that Milton J. Cross, Herbert Liversidge and Charles Grey are pictured above. It so happens that in December 1931, when this picture was taken, I was the person referred to as the production expert—and not Herbert Liversidge as stated in your magazine. Mr. Liversidge has been doing the opera for the past two years, but for the first three years, and when the picture was taken, I was the production person in charge...

EDWIN L. DUNHAM
Ruthrauff & Ryan Inc.
New York City
Nov. 4, 1936.

Editor's Note—Our sincere apologies to Mr. Dunham, original production man for NBC on the Metropolitan Opera assignment. The mistake was due to an error in the caption supplied to Broadcasting with the photograph used in our NBC anniversary layout.

Shift in Time
TO THE Editor of Broadcasting:
We notice on page 78 under "Network Accounts" you have the campaign which is being participated in by a number of banks throughout the country as being from 10:30 to 11 p.m. This is in error and regret sincerely to note it. The correct time is 10 to 10:30 New York time.

We are just wondering from what source you got the time you list.

R. Moore
The Wessell Company
Chicago
Nov. 3, 1936.

Watch Tower Objects
To the Editor of Broadcasting: As a representative of the Watch Tower, of Brooklyn, New York, I am authorized to ask you to correct the statement made in an article "Freedom of the Air" appearing in the Sept. 1 issue of your magazine, which read as follows: "The sponsor objected, of course, and William B. Dolph, station manager, offered to cancel the contract rather than curb Benford."
The above statement is untrue and should be corrected. We have no objections to any one connected with Station WOL telling their listeners to tune out our programs. We are trying to reach the people who love the truth and those who do not love the truth are welcome to tune out.

W. H. Jenkins,
Jehovah's Witnesses.

For Higher Power
TO THE Editor of Broadcasting:
I am taking out a couple of minutes to compliment you on your editorial in Nov. 1 issue of Broadcasting entitled "A Couple of Points." This editorial is very much to the point.

All local and regional broadcasting stations which have shown by their past record to be able to move ahead with the development of the art, should be given a substantial increase in power, say, a ten-fold increase.

J. Z. Buckwalter
Mason-Dixon Radio Group Inc.
Lancaster, Pa.
Nov. 9, 1936.

Better hurry,
Boys—we can't stretch it!

Except for a very, very limited number of mid-morning, mid-afternoon and late-evening periods, WDAY is sold out. Unfortunately, we can't stretch the clock, nor "add another section"... Therefore, kind friends, either speak NOW or prepare to be tolerant, later! Pax vocisum.

WDAY, INC.

FREE, JOHNS & FIELD, INC.
N. B. C.
FARGO
N. D.

NATIONAL REPRESENTATIVES

Affiliated with the Fargo Forum

940 Kilocycles
5000 Watts Day
1000 Watts Night

Ask about limited choice day time available for Christmas sales messages.

Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles

BROADCASTING • Broadcast Advertising

Page 54 • November 15, 1936
ATTENTION STATION SALES MEN!

RAADIOADS have a SURPRISE FOR YOU:
ask your COMMERCIAL MANAGER

"TIME IS MONEY"

1357 No. Gordon St.
Hollywood, Calif.

Reid Heads Rankin Radio

J. LEWIS REID, pioneer radio announcer and one of the original "four horsemen" at the old WJZ in 1923, and later with WOR, Newark, N. J., has been named radio manager of W. H. Rankin Co., New York agency. Last year he arranged transatlantic broadcasts in London for Standard Oil Co. of Indiana. He has a background of theatrical experience.

STAR OF THE
Pacific Coast

★ Men Still Talk About the Gold Rush in California... That was in '49.
★ Men are Now Talking about the Gold Rush in California... of '36.
★ Millions are Being Spent on San Francisco developments... Payrolls are Mounting.
★ The Smart Advertiser is using radio... That means KYA in San Francisco.

KYA
The Voice of the San Francisco Examiner

National Representatives: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

No Men Wanted

An urgent plea for mother's milk was received recently by WIP, Philadelphia, and as a result of the agency aspects of the case, spot announcements were aired throughout the day and evening, requesting persons who could help get in touch immediately with a certain telephone number. The last spot announcement was aired at 7:45 p.m., and until the story was resolved the air was heard with no programs until it was realized that it followed the Four Men Only program, on from 7:30 to 7:45 p.m.

Noel Sims

ROESEL & HOWARD TESTS
Spot Series in German

ROESEL & HOWARD INC. has aligned WWSW, Pittsburgh, WIND, Gary, WSBC, Chicago, WPEC, Chicago, and WEMP, Milwaukee, making a total of 20 stations now represented by this recently organized firm, which is specializing in the promotion of foreign language programs for American radio stations.

ROESEL & HOWARD INC. has placed a two-week test announcement campaign in German on WPEN-WRAX, Philadelphia, for National Weeklies Inc., Chicago, advertising a contest to get subscriptions for a German magazine, through AlliedKircher Co., Chicago. If the test is successful the campaign will be extended to include stations with German-speaking audiences in all parts of the country.

Flamm Is Honored

DONALD FLAMM, president of WMCA, New York, was to honor guest at a testimonial dinner tendered by the board of the Infants Home of Brooklyn at the Plaza Hotel, New York, Nov. 14. Among those scheduled to speak were Anning S. Prall, FCC chairman; former Mayor William W. Philip, New York; David Sarnoff, RCA president; Alfred J. McCosker, WOR president; Judge Ferdinand Peck of the New York State Supreme Court, and Max Steuer, noted lawyer. The same organization gave a tribute dinner to Mr. McCosker last year in recognition of his charitable contributions. Speeches were broadcast by WOR.

Pure Milk to Expand

PURE MILK DAIRY PRODUCTS Co., Chicago, subsidiary of the Pure Milk Association, (Golden Rich Cheese), is sponsoring two-and-one-half hours of Transradio news flashes weekly on WOR, Newark, and is preparing a new program which will probably be broadcast twice weekly over an MBS hookup.

Agency is Hanff-Metzger Inc., Chicago.

Aladdin Lamp Series

MANTLE LAMP Co. of America, Chicago (Aladdin lamps) return to the air on Nov. 7 with Smillin' Ed McGinty, manager, on two MBS stations (WOR, WLW), Saturdays 9:15-9:30 p.m. with repeat for WLW, 9:30-9:45 p.m. Program is keyed from WLW and was placed through Presba, Fellers & Presba Inc., Chicago.
A new time-sharing arrangement with the other station on its frequency has been effected by WHINX, New York, providing for the use of 5:30 to 7 p.m. daily, except Sunday station WAWZ, Zarephath, N. J., for its religious broadcasts. Formerly staggered at various hours throughout the week, the new uniform arrangement makes it possible for listeners to know the schedules of both stations without constant reference to listings. Under the new schedule WHINX is heard from 9 a.m. to 5 p.m. and from 7 p.m. to 1 a.m.

WFIL, Philadelphia, has revived the Famous Philadelphia Women’s Pre-teryear listings. Under the new schedule various hours throughout the week, the new uniform arrangement makes it possible for listeners to know the broadcasts of both stations without constant reference to listings. Under the new schedule WFIL is heard from 9 a.m. to 5 p.m. and from 7 p.m. to 1 a.m.

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BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.
Procter & Gamble Adds Four on NBC
Also Enlarges "Vic & Sade"; Now Has 14 NBC Programs

PROCTOR & GAMBLE Co., Cincinnati, has placed four new programs on the NBC Blue network. In addition to extending the "Vic & Sade" NBC-Blue series, making a total of 12 five-day-a-week daytime programs and two evening quarter-hour periods on NBC network, P & G last year understood to be spending more money for daytime radio programs than any other sponsor, using NBC exclusively. Last year the P & G account on NBC totaled over $2,000,000 and it will be well over this figure this year.

Through Blackman Adv. Inc., New York, P. & G. placed the following new accounts: the O'Neill's, on NBC-Red, also to be broadcast on 11 stations on the NBC-Blue network Mondays thru Fridays, beginning Nov. 16, for 25 years. The program will be heard only as far west as Chicago. The program is written by Octavius Roy Cohen, which has been on transmissions for several seasons, will be transferred to NBC Nov. 16. Discs will continue to be used in one western city and Cincinnati. The program is based on personal columns in metropolitan newspapers. Both the NBC-Red and Blue networks will be used five days a week.

Other Changes

ON NOV. 13 P. & G. discontinued the Home Sweet Home (Chipsco) period on NBC-Blue network, 11:15-11:30 a.m., turning over the period to Personal Column of the Air, which adds WGA and WXYZ to the network formerly used. In addition to the Red network, 2:45-3 p.m., will carry the program to 18 stations in a split network covering the East and South.

Another Blackman P. & G. account (Crisco), with Vic & Sade on the NBC-Blue network, Mondays thru Fridays, 11:30-11:45 a.m., will add 14 stations to the network. On Nov. 2 WBAL was added; Nov. 16 WXYZ and WGA will join: Nov. 30, WZL & WZAZA, WMAQ, KWW, WMT, LMX, WEN, KLG, KFFS will complete the network.

Drene & P. & G. shampoo, on Dec. 10 will start an unannounced program on three NBC-Blue stations (WIZ, WBZ-WSB, Thursdays, 2:45-3 p.m. H. W. Kastor & Son Adv. Co. Inc., Chicago placed the account. Drene also uses WEA and WMAQ in a two-estation hook-up in addition to a number of local spot programs featuring Jack Randolph.

Under this new setup, P. & G. has the Red network signed from 2 to 4 p.m. five days a week and the Blue from 10:15 to 10:45 a.m. period and 11:15 to noon hour plus a one quarter-hour from 9:45 a.m. are under P. & G. sponsorship, making a total of 10 hours of broadcast time each week for these daytime programs. The evening programs utilize an hour, once a week, on five stations.

CBS TO TRANSFER STATION LICENSES

APPLICATIONS FOR permission to transfer the licenses of nine of its owned and operated stations from the present licensee corporations to CBS itself were filed with the FCC Nov. 9 by the network. The stations are WABC, New York; WEEI, Boston; WBBM, Chicago; WJSW, Washington; KNX, Hollywood; WCDO, Minneapolis; WKRC, Cincinnati; KXO, St. Louis; WD, Charlotte.

CBS explained that the licenses for the stations now held by its wholly-owned operating subsidiaries will be operated directly by the network. "The purpose of this action is to simplify the corporate structure," CBS announced. No change in personnel or in the method of operation of the stations is contemplated.

In connection with the filing of the application, it was explained officially at CBS that the move is being taken because of corporation tax matters and because it would eliminate the holding company aspect. Through a single corporation, moreover, it was stated, CBS feels its organization would become more compact.

In addition to these stations, CBS has entered an agreement to purchase WOAI, San Antonio, for $825,000, subject to FCC approval. It is presumed this station also would be transferred to direct CBS ownership.

Football in Demand

DOUG DEALERS of Minneapolis and St. Paul, satisfied that Minnesota would be national champions not only in 1936, but in 1937 as well, signed an option for sponsorship of the 1937 games on KSTP, St. Paul. After Minnesota defeated Purdue, Harry Fuller, acting for the dealers, contacted Stanley Hubbard, KSTP general manager, and arranged for the option. Harvey Massey, Co., Atlanta agency, has bought Saturday afternoon football on WBIJ, Greensboro, N. C., for the 1937 season.

Gold Dust Now Hecker

GOLD DUST CORP. New York (Gold Dust, Silver Dust, Shinola, Fairy soap, etc.) has changed its name to Hecker Products Corp., and hereafter the common stock of the corporation will be listed on the New York Stock Exchange under the name of the change, according to G. K. Morrow, chairman of the board, has been under consideration for some time.

week for these daytime programs. The evening programs utilize an hour, once a week, on five stations.

PROCTOR & GAMBLE Co., Cincinnati, largest single user of network and daytime broadcasting in the country, recorded record earnings of $825,941 for the third quarter of 1937.

Broadcasting To All Homes!

The question of what will meet with universal audience acceptance is a major problem in this business of broadcasting to all homes.

Your program must possess the combined qualities of originality, entertainment value, and sustained interest. It must not only attract but hold the listening audience.

Tranesco has achieved a national reputation as builders of feature length major productions which have gone on, year after year, producing sales results for sponsors, and profits for the stations presenting them over the air.

In this business of producing electrified transcribed programs for radio, there is no substitute for experience.

One of our field managers is in your neighborhood. He will be happy to give you a complete audit.

RADIO TRANSCRIPTION COMPANY

HOLLYWOOD OFFICE • 1509 N. Vine Street
OF AMERICA, LTD.
CHICAGO OFFICE • 660 Lake Shore Drive

"LIFE ON RED HORSE RANCH"
-A gripping story of the West with music by "Tex" Owens and The Texas Rangers. Great all-family show for all-family product. KMBC-tested for spot broadcast.

"HAPPY HOLLOW"-Top sustaining mail puller on CBS. Welcomed from coast-to-coast, one of network's most popular programs now is ready to do a sensational selling job. KMBC-built and tested.

BROADCASTING • Broadcast Advertising November 15, 1936 • Page 57
Tributes to NBC at Big Banquet

(Continued from page 12)

speaking in his native tongue, admitted that American radio techniques are ahead of France. He urged greater interchange of programs among nations by international rebroadcasting, and congratulated NBC on its progress and leadership. Another visitor, M. Rambert, president of the International Broadcasting Union, told of the work in the formation of that organization, which in a general way corresponds to the NAB in this country, and discussed the problems that confront European broadcasters.

Dr. Coffin commended the action of broadcasters with respect to religious broadcasts. "Radio," he said, "has fostered not merely tolerance, which is a negative quantity; it has fostered mutual understanding and mutual appreciation. It has built up the spiritual solidarity of the land."

Dr. Compton traced the early beginnings of radio in the last century to the present. "As an impartial agency," he declared, "radio has just demonstrated by its tremendous power for good in educating the masses of the people regarding the political issues of the day. Whether we like their decision not, I think we must admit that the people knew what it was all about and knew what they wanted as probably never before."

A lighter note developed when Mr. Sarnoff introduced such figures as Amos 'n' Andy and Rudy Vallee. Amos observed that this actually was not NBC's tenth anniversary; that the birthday came three months ago, and that it just got the network "back from the politicians". And Andy revealed the anniversary was different because there were presented two solid hours of speeches. Vallee suggested that an "anniversary dinner" be held every year and that hereafter the guests should "duck the table, sit at the head table, in addition to the speakers, were William S. Paley, CBS president; Alfred L. Knapp, executive vice president, and MBS chairman; Postmaster General James A. Farley; Archbishop Francis Cardinal Spellman; Grover Whalen; Mr. Raymond M. Plank; Mrs. Dorothea Brandeis; William Bondy; Paul D. Grinnell; Newcomb Carlton; Walter Damrosch; William Green; Roy Barlow; White; Maj.-Gen. James H. Harbord; Dewitt Millhauser; Morgan J. O'Brien; James R. Schefield; Norman H. Davis; Frederick Strauss; Felix M. Warburg; Hugh S. Robertson; John R. Todd; Edward J. Hall; Charles Walz; C. D. Howe; Adm. C. E. Courtenay; Elder Johnson; Grover Whalen; Mrs. E. R. More; Mr. Templeman; and Dr. Harry Woodburn Chase.

At the conclusion of the banquet, a two-hour program of entertainment was offered, featuring outstanding NBC and concert artists.

Hearings on Power

APPLICATIONS of KYW, Philadelphia, to increase its power from 10,000 to 50,000 and of KVOO, Tulsa, to increase from 23,000 to 50,000 watts on Nov. 10 were ordered set aside by the FCC Broadcast Division. Both stations operate on clear channels, the former full time and KVOO during that time at WAB, Birmingham.

SEPARATE STAFFS FOR WHK AND WJAY

PROGRAM production and scheduling of WHK and WJAY, Cleveland, as separate units of a single establishment, already is showing results in a more balanced setup, the stations claim. Executives who headed departments at WHK now have their respective departments for the two stations.

Individual members of the staff are, for the present, assigned definitely with one station or the other. However, this arrangement is not going to work out in special fields such as sports, special events and civic affairs, the person best qualified for each broadcast is assigned to that particular part of the station over which it goes.

The special events department finds itself in an enviable position when important outside broadcasts come up. The desired time is like a key to be available on one station or the other. Also, a number of CBS sustaining programs are being carried by WJAY, in addition to WHK-CBS schedules. Commercial remanials remain on WHK only, as before. The news services are handled by separate, WHK broadcasting news from Transradio Press, and WJAY using its own service.

The following executives and department heads, formerly holding these positions at WHK, now serve in the capacity of the two stations: General manager, H. K. Carpenter; sales manager, C. A. St. Clair; promotion manager, John T. Vorpe; program director, Mary O'Keely; technical supervisor, Russell Richardson.

The salesmen, of course, represent only one station. Each station has its own staff of salesmen, with Mr. McLaughlin in charge of both. Ralph Worden is publicity director and news editor of WHK while Ben Dean is publicity director and news editor of WJAY.

Aitchison Will Address First Radio Bar Session

CLYDE B. AITCHISON, commissioner of the Interstate Commerce Commission, was the principal speaker at the first dinner of the Federal Communications Bar Association, Washington, Nov. 18. At the association's executive committee announced Nov. 2, Associate Justice Owen J. Roberts, of the U. S. Supreme Court, is expected to attend, along with members of the FCC and its general counsel.

The association, formed this year, has a membership of 135, including Louis G. Caldwell, of the Federal Radio Commission, as president. Aside from the dinner this month, the association plans a meeting on February 25 in which a fall full day will be devoted to business sessions and an evening to dinner and entertainment.

GILMORE OIL Co., Los Angeles, through Botsford, Constantine & Gardner of Los Angeles agency, utilized the public interest in politics late in October for a series of 13 30-minute "Vote for Gilmore" spot announcements recorded in Hollywood by RCA Mfg. Co. Instead of typical sound effects, the Gilmore discs urged the audience to "Vote for Gilmore."

WOL

FIRST among local stations in the United States in Total Business.

Washington, D. C.

BROADCASTING • Broadcast Advertising

ON THE N.B.C. RED NETWORK

★

WOW

590 Kilo 5000 Watts

Omaha, Nebraska

"Covers the Nation's Breadbasket!"

5000 Watts

★

WAB

FIRST among local stations in the United States in Total Business.

Washington, D. C.

BROADCASTING • Broadcast Advertising

ON THE N.B.C. RED NETWORK

★

WAB

5000 Watts

Omaha, Nebraska

"Covers the Nation's Breadbasket!"
Action to Restrain Sale Of KTHS, Hot Springs, To Barton Group Begun

A SUIT to enjoin the sale of KTHS by the Hot Springs (Ark.) Chamber of Commerce to the interests headed by Col. T. H. Barton, prominent Arkansas oil man, was filed Oct. 31 in the circuit court by Mayor Leo P. McLaughlin of Hot Springs, Richard M. Ryan, Hot Springs attorney, and James H. Heflin, secretary. They charge the president and secretary of the chamber with entering into an "improvident deal" in agreement to sell the 10,000-watt part-time station on the 1040 kc. channel to Radio Enterprises Inc., a Barton subsidiary, for $75,000, claiming its value without physical assets is "in excess of $260,000.

Col. Barton, through Edward Zimmerman, head of his radio subsidiary, which also operates KARK, Little Rock, and KELD, El Dorado, entered into the purchase arrangement last April 11, and has applied to the FCC for voluntary transfer and for permission to change KTHS to Little Rock. The suit will undoubtedly hold up FCC action. The complaint sets forth that the KTHS is the only physical asset of the chamber and that it advertises Hot Springs, and far beyond this modern era the chief source of proclaiming the advantages, natural and artificial, of this city is the radio.

On Oct. 20 Arkansas Newspapers Inc., publishing the Hot Springs Sentinel Record, the San Antonio Texarkana Gazette, the latter also owning KCNC, Texarkana, applied to the FCC for a new daytime 100-watt station on 1310 kc. [Broadcasting, Nov. 1].

WNLC, New 100-Watter, Signs Sponsors Quickly ON THE AIR only two months, WNLC, recently authorized new 100-watt station on 1500 kc. in New London, Conn., reports it already has 150 sponsors. The station, licensed to the Thames Broadcasting Co., was installed by Prof. Daniel E. Noble, director of the former WCAC, Connecticut State University station now out of existence. One of its features is the transmitter grounding to the railroad tracks nearby.

Roderick L. Key, of W. Medford, Mass., is president and chief stockholder of WNLC, with Gerald J. Morey, Edwin J. Morey and Mr. Noble each owning 10%. John C. Hinrichs Jr. is advertising manager; Russell Brooks, formerly with WATR, Waterbury, program director; Paul Swimmer, chief announcer; Mrs. Ruth Edgar, in charge of L. M bureau; Richard Benvenuti, musical director: Neil Spencer, chief engineer; Francis Garudy, assistant engineer; Joseph P. Dyer, announcer; John G. Dyer, advertising manager, and Mrs. Lucile Gardner, secretary.

Montgomery Ward Spots MONTGOMERY WARD & CO., Chicago (mail order), will start a special spot campaign Nov. 1, including three announcements daily on KSTP, WTCN, KOA, WFBR. Agency is Lord & Thomas, Chicago.

When Radio Was a Pup (Continued from page 17)

appeared in the Feb. 8, 1923, issue of Printers’ Ink:

**radio an objectionable medium?**

*It is a matter of general advertising interest to record that the American Telephone and Telegraph Company, through its subsidiary, the Western Electric Company, established a radio advertising medium. Through its station, WEA, New York, it is permitting an agency, and far in advance of the company's venture is the experimental stage. As a tryout, it has placed a nominal charge of $100 on a ten-minute talk. During this time about 750 words can be delivered.*

The fact that several advertisers have already availed themselves of this service would seem to indicate that there is a demand for it. Just the same, it is our advice to the American Telephone and Telegraph Company to try this new medium and listen to the response of the business community to this experiment. For one thing, it is restricting the number of times a product may be mentioned during the course of a talk. It is, therefore, anxious to find whether the audience will regard the advertising message as an unwarranted imposition on its time. To the advertiser, it is insisted that the advertisement be short and to the point. Half statements are permitted.

But regardless of how carefully the messages may be, the objection to this form of advertising is the question of whether the message is heard.

**ABC Music Ruling**

**FOLLOWING the action of the Affiliated Broadcasting Co., midwestern regional network, in eliminating its Chicago studio orchestra and radio-station personnel, the Baltimore City Council, in the course of a meeting, adopted a resolution that the ABC radio stations, in all its personnel to the audience that the stations had been instructed to reduce to a minimum the number of announcers, and to the audience that the stations had been instructed to reduce to a minimum the number of announcers, and"**

A NEW 250-watt daytime station on 1040 kc., in St. Paul, Minn., is sought in an application filed with the FCC by Edgar L. Bill, chief owner of W31BL. Agency is Rogers & Smith, Chicago.
Radio and Politics

(Continued from page 20)

and accuracy that networks and stations alike won nothing but praise for their efforts. Not only could they enjoy a sense of self-satisfaction for a job well done, but the highest officials in the land and the rival party leaders seemed to be of one accord in their expressions of praise for the non-partisanism shown by radio through election day as through the campaign itself.

Already the networks are beginning to lay plans for covering the inauguration of President Roosevelt and Vice President Garner in Washington on Wednesday, Jan. 20, their tentative plans embracing pickups throughout that day.

Stations depended for election returns upon their network affiliations, their direct news association reports and their local tieups with newspapers; more of the latter were made this year than ever before in radio's short history, with newspaper publishers now eager to ally their forces with radio. Even without the newspapers, the radio stations were amply protected by the networks, when they had network connections, and by the Transradio United Press and International News Service reports which are now available to them direct.

THE networks depended basically upon the Press-Radio Bureau, which combined the AP, UP and INS reports and fed them to NBC, CBS and Inter-City System headquarters in New York. In addition they had big staffs of tabulators, announcers and commentators at New York and at key points such as Hyde Park, Topeka, Republican headquarters in Chicago and Democratic headquarters in New York. Pickups from various other cities, including some extraordinary features, were frequent throughout the day and night and added brightening interest touches to the broadcasts.

NBC's election setup was directed by Abe Schechter, director of special events; Paul White ran the show for CBS. Comprehensive staffs and scores of pickups were employed in the unprecedented coverage task.

Yankee Network reported that its own news service, fed by INS and its own staff, gave "on the minute" returns until 5 a.m. Nov. 4, with the 11 to 1 o'clock periods sponsored by Dodge automobiles under a $4,000 sponsorship deal. WMCA featured street interviews from the sidewalks of New York, with Larry Nixon as news chief handling the Press-Radio reports. WOR leaned heavily on Transradio Press and joined with MBS for special pickups. WBZ-WBZA, Boston-Springfield, had special setups and newspaper tieups and went after regional laurels with a 24-hour schedule.

WGR, Cleveland, had Pontiac Motor Co. to sponsor its election reports, and sent out a mobile shortwave transmitter early in the morning to get listener reactions and broadcast advice to the public to "vote early". WPIL, Philadelphia, instead of filling the air with jumbles of figures, broadcast a complete summary of the voting at half-hour intervals, three announcers presenting the state and total figures for each party in March of Time style. KFJZ, Fort Worth, reported the local Coca Cola company and a local clothier sponsored Transradio reports until 1 a.m.

These are only a scattering few of the station features; practically every one of the 600 or more stations in the country had its own staff and accomplishments to boast of. An innovation was introduced in Los Angeles the night of Nov. 4 when Colgate & A & P stores bought up all the spot time on KFI and KECA and for six days previous to the election carried a spot announcement that bought newspaper space heavily to attract listeners. In addition, it gave away an election tabulation chart at all of its stores.

OLDEST VOTER—Discovered by Boke Carter through one of his Philo broadcasts, Mark Thrash, 115-year-old Negro, was interviewed over WDDO, Chattanooga, by Chuck Simpson, announcer, this broadcast being relayed to CBS as a feature highlight between returns on election night.

Libel Suit Offers Test of Liability

Candidate Sues Iowa Radio System, Newspaper Owner

THE joint liability of a station and its parent for libels uttered over the radio may again be tested in the Iowa courts as a result of a suit filed Oct. 31 by former manager of the Iowa Liquor Commission, against the Iowa Broadcast- er & Verne Marshall, editor of the Cedar Rapids Gazette.

Mr. Cooper asks $200,000 damages for a statement impugning his honesty in office alleged to have been made by Mr. Marshall during the latter's political campaign in the course of a sponsored speech over WMT, Cedar Rapids.

The Iowa Broadcast-er, a subsidiary of the Des Moines Register & Tribune, operates WMT and also KSO and KRN, Des Moines.

Nebraska Ruling

THE only established precedent in such suits as this developed in 1933 when the Supreme Court of Nebraska held the owner of a station jointly responsible with the speaker in cases of defamatory utterances. This developed in the case of C. W. Renister, attorney general of Nebraska, against Richard F. Wood and KFB, Lincoln, in which Sorenson sued for damages from the operators of the station and the owner for alleged libelous statements made by Wood over KFB.

The State Supreme Court decision was based on the finding of the lower court, the latter having assessed damages against Wood, who was acquitted of the 1530 election charges for attorney general, but absolved the station of any liability. Sorenson sued for $100,000 but was given a $1 verdict against Wood.

The State Supreme Court's opinion held that the Radio Act of 1927 conferred no privilege to stations to "publish" defamatory utterances and the defense of the station that it is a common carrier was not supported by the evidence.

The court held that when one writes libelous words and reads them before the microphone with the consent of the owner of the station, the reader and the owner unite in the publication of libel and may be joined as defendants.

Creamery on Michigan Net

DEVELOPED as a sustainer over WXYZ, Detroit, from an idea furnished by George W. Trendle, president, a half-hour mystery show Adventures of the Green Hornet, which has proved highly popular since last January, on Nov. 10 went under the sponsorship of Detroit Creamery Co., big milk distributor. The program is now carried Tuesdays and Thursdays at 6:15 p.m. over WXYZ, eight stations of the Michigan Network and WSPD, Toledo. Fran Striker, author of the Lone Ranger dramatizations, writes the show, with James Jewell as director. N. W. Ayer & Son Inc., Detroit, places the account.
California Series Defeats State Tax

Chain Stores Are Successful In Attack on Amendment

The California's Hour program broadcast for several months from KKL, Los Angeles, to Don Lee network stations in that state was instrumental in bringing about defeat at the polls Nov. 3 of Proposition No. 29, a referendum on a legislative measure placing a heavy tax on chain stores.

Chain retailing groups in the state sponsored the program through Lord & Thomas, Los Angeles. Only sponsor mention was: "This program is brought to you by the chain stores of California."

The program is credited with having created valuable good will for chain stores, besides leading to defeat of the amendment.

The series will be continued indefinitely, it was announced after the election, and starting with the Nov. 9 program, the broadcasts are being handled by hand-picked students at California institutions of higher learning.

Community dedication featured the series, with an advance going to each community prior to its particular program to select local artists and groups for the events. Spot announcements were used as well as newspaper publicity. Some 10,000 applicants for places on the program were heard in the first four months of the program, and cash prizes were awarded. Performers were taken to Los Angeles for the programs.

Federal Radio Workshop Repeats College Course

To enable teachers and others interested in the techniques of educational radio to gain practical experience, the Federal Radio Workshop Program, supported by a new grant of $113,000 of WPA funds, has joined with New York University to offer another course in building and producing radio programs, script writing, acting, etc. The content, which represents the successful course of last summer, lasts from Nov. 9 to Dec. 23.

It will be followed by a third session Jan. 4 to Feb. 11. About half of the staff of the Radio Workshop is now headquartered at New York University, the remainder being in Washington. The project is under the supervision of Dr. John W. Studebaker, U. S. Commissioner of Education, and is directed by William Dow Boutwell, editor-in-chief of the U. S. Office of Education. The cost of the N. Y. U. courses is $50.

An Augury of the future use of television was provided in London last month when its annual automobile show was televised. In the interest of the new models being transmitted on the two systems of television now on a daily schedule there...

WHEN IS A CANDIDATE?

Roosevelt, Landon et al Merely Private Citizens; Loophole Claimed in FCC Law

To the Editor of Broadcasting: In the last few days I seem that the relations and rights of broadcast stations as regards time on the air by licensees is a question of great importance. It is not to be con-

The cost of the U. S. National Radio Workshops was $200,000. The workshops were conducted by the Federal Communications Commission.

The workshop was attended by over 100 educators, including Dr. John W. Studebaker, U. S. Commissioner of Education, and was directed by William Dow Boutwell, editor-in-chief of the Office of Education.

Gas Appliance Spots

Gas appliance society of California, San Francisco (gas ranges), used a series of spot announcements on 15 stations in California, one to each, both day and evening, were used. Stations were KGO, KFRC, KYA, KJBS, KGCG, KNSL, KFBK, KWG, KIEM, KTFB, KMJ and KERN. Jean Scott Frickelton Ad. Agency, San Francisco, has the account.

BASIC CBS STATION

The Capture of Pittsburgh

General Forbes did it 174 years ago with an army of 2,500 men.

You can do it today by capitalizing on the showmanship and entertaining programs that have won WCAE the greatest audience in Pittsburgh—capital of America's tenth economic area.

KOMO

Seattle

National Representatives — Edward Petry & Company

KJR

5000 Watts L.S.

Washington

NBC Red

WCAE

Pittsburgh • Basic NBC Red Network

National Representatives • Hearst Radio

New York • Chicago • San Francisco • Los Angeles

November 15, 1936 • Page 63
Election Augurs Well for Radio
(Continued from page 9)

WIL
The Pioneer Commercial Station In St. Louis
FIRST in St. Louis to broadcast direct from the office of the Chief of Police.

KMA Declares
an "EXTRA"

EXTRA DIVIDEND CHECK
Five Thousand
Radio Station KMA
Shenandoah, Iowa

Pay to All Advertisers 5000 watt
Now
Full Time—5000 Watts
"Extra" farm and rural community listeners in Iowa, Nebraska, Kansas and Missouri.

Represented by Wilson-Dalton-Robertson, On Pacific Coast by Walter Biddick Co.

KMA
The Earl May Station
Shenandoah, Iowa.

Page 64 • November 15, 1936

PRESIDENT'S GIFT
Executive Has Bulova Charm
On Election Day

WHEN PRESIDENT Roosevelt cast his ballot at Hyde Park, N. Y., Nov. 3, the watch chain that adorned his lapel was the one worn by President Andrew Jackson. It was a gold watch chain on which Mr. Hoover, New York watch manufacturer, broadcaster and radio advertiser, who picked up the watch chain at an antique shop and presented it to the President with the wish that he wear it for 'good luck.' The chain was made in Carolina gold, and in addition to the trinket designs and inscriptions, is adorned with several rough nuggets.

To gauge the extent of administration support of such legislation.

The election's victory, so overwhelmingly returned the President to office also increased Democratic majorities in both houses of Congress. Despite this, however, there appear to be only a few important changes in the office of radio leadership in either house, or in the chairmanship of committees dealing with it. As was the case in the chairmanship of the House Interstate and Foreign Commerce Committee, charged with radio legislation, is likely to be used. In the Senate, the chairman, Sam Rayburn, of Texas, is a candidate for both the speakership and the majority floor leadership.

One rather outspoken critic of radio, Rep. Monaghan (D-Mont.), fell by the wayside even before the elections, having been defeated in the primaries in his state. He was the author of a bill in the last session for government ownership.

The passing of Senator Couzens of Michigan, which followed his defeat in the primaries, removed from the Senate Interstate Commerce Committee its ranking minority member. Much interested in radio, Couzens was quite active in the drafting and enactment of the Communications Act of 1934, which created the FCC.

Republican losses on the Senate committee were heavy as a result of the elections. The majority membership, however, remained unchaged, except that it is logically expected that the Democratic personnel of the committee will be increased by virtue of the heavier Democratic plurality on the committee. Republican members of the committee debated were McSorley of Rhode Island and Hastings of Delaware, the latter a sharp critic of administration policy.

Wilson Wallace H. White Jr., of Maine, coauthor of the original Radio Act, remains the ranking minority member.

Wheeler Keeps Chairmanship

CHAIKMANSHIP of this committee remains with Senator Bertram K. Wheeler, of Montana. Prior to the adjournment of the last session, he talked about an investigation of the FCC, more on the subject of its telephone inquiry, rather than in line is Rep. Clarice F. Lea, of California, who would be entitled to the post. Second in line is Rep. Robert Cross of Ohio.

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Prall Reassesses Faith in U. S. Radio

(Continued from page 9)

basically. Did they see in radio then a potentially great medium for the molding of public opinion, the entertaining of the people, even in the remotest corners of the land? Did they recognize it as a virile, bright advertising force, which ultimately would pay its own way?

These men in typically American zeal have been up their opportunities. Through proper guidance during its adolescence, broadcasting will help the components: newspaper, magazine, concert hall, schoolhouse, church and public forum. True, in the process it developed some of the ailments that are usual with the growing child, but the medical treatment was right and the crisis is passed.

For the Public Good

BUT MORE than that, under our form of government radio has become the purveyor of public good, of enlightenment and of culture. And the public will believe, is the freest in the world because it has been permitted to develop unfettered by too many restrictions of Government. Whatever may be said to the contrary, there is complete freedom of speech over the American radio. Only laws and rules of common sense, common decency and libel are the limiting factors. And these should be observed in the service as well as in the strict letter.

Broadcasting as represented by our distinguished guests from abroad is generally performed by governmental corporations. These companies are not only sanctioned by the government or individuals in power. In some nations the policy is to bar discussion of political questions save what the party in power thinks the public should hear.

In America we believe in private enterprise whenever it can do the job in the public interest. We regard our radio as the rightful heritage of a free and best performed through private operation under careful government surveillance. Radio broadcasting has given the world its greatest open forum for the free and unrestricted discussion of any and all economic and political questions.

As David Pool, a distinguished Rabbi, said, "Radio cannot merely talk to man and man—a free radio recognizes neither class, nor caste nor creed. It is the voice of democracy." In this country we would not seek public ownership of all broadcasting, but we feel that it is not conducive to our form of Government. We desire to emphasize the freedom of speech without any restriction on the part of the party in power.

In Europe and in some other nations there has been a hostile course. While we recognize they have an absolute right to choose the method of administration of radio they desire, and we recognize that it may very well be true for those countries in the United States we do not feel that the methods which may be suitable in other nations are the best for our public welfare. It is for every country to decide which system it prefers, and our country has decided upon the so-called American system. In this country, we believe that broadcasting can be a medium for promoting good or evil, depending upon the manner in which it is used.

Freedom to Campaign

FOR SOME TIME past, forces have been working for government ownership of all broadcasting in the United States. They have pointed to Europe's government-owned systems in support of their arguments, but lately these proponents of a state-owned broadcasting system have come to be less articulate. Perhaps they have been comparing the free American radio with the methods used in other countries, which was an illustration of promoting good or evil. We take our experience in the recent national elections campaign. A President and a majority of the Congress were elected in a campaign which was waged largely by radio. Many think it was won and lost on the air, and this was an illustration of how the radio was used in the campaign to promote or to counteract the election as otherwise. The truth is, the American radio has been used in a splendid test of the American system. That is freedom of expression. That is true democracy. That is America.
RESISTANCE AT THE "COUNTER FRONT" IN KANSAS?

Advertisers, both local and national, who have experienced sales resistance in the Wichita area, have found that regular schedules over KFII send sales mounting to unexpected peaks—that's why our RENEWAL PERCENTAGE is so high, (90%).

Life Insurers Discuss Power of Broadcasts in Promotion of Business

The use of radio as an advertising medium for life insurance was discussed by three members of the national convention of the Life Advertisers Association, comprised of some 60 of the most prominent companies, which met at the Edgewater Beach Hotel in Chicago Nov. 19. The meeting will be held Dec. 3, to be announced later. Both meetings are for AAAA members only.

Programs are being built with special attention to interesting and informative agency junior executives, many of whom are unable to attend the national convention of the Association held in the Arthur Murray held for the last two years at the Hotel Greenbrier, White Sulphur Springs, W. Va.

Renewal Accounts

PET MILK SALES Corp., St. Louis (enriched milk) on Nov. 3 renewed with 110 CBS stations, Mon.-Thurs., 11-11:30 a.m., 3 p.m. Agency: Gardner Adv. Co., St. Louis.

Network Changes

PROCTOR & GAMBLE Co., Cincinnati (Chips) on Nov. 16 started Personal Column of the Air on 11 NBC-Blue stations, Mon.-Thurs., 11:15-11:30 a.m., Agency: Blackman Adv. Inc., N. Y.

MBS Billings Up

BILLINGS of Mutual Broadcasting System for October totaled $271,629, an increase of 50.6% against the same month last year. This is the largest monthly gross report figure reported by MBS since its organization in 1935.

Universal's Radio Editor

T. L. CHRISTIE, for the last two and one-half years associate editor of the Press-Radio Bureau under Editor-in-Chief James W. Barrett, has been appointed radio news editor of Universal Service, the night edition of International News Service. Both of these Hearst services sell their reports to radio stations. Mr. Christie, who started with the Kansas City Star, has been with the Chicago Tribune and Associated Press, and while with Press-Radio Bureau handled all news reports to NBC and CBS.
No Opera Broadcasts

METROPOLITAN Opera, broadcast direct from the New York stage for the last four seasons, and sponsored one year by Lucky Strike cigarettes, and another by Listerine, will not be broadcast this year by NBC even on a sustaining basis as was the case for the last two seasons. The reason is believed to be because the local musicians' union. It is understood that a commercial sponsor is interested in broadcasting on NBC.

Sleetmaster Spots

ANDERSON Co., Gary, Ind. (Sleetmaster, automatic sleet remover for windshields) has signed a 12-week contract with WLW, Cincinnati, for weather forecast announcements seven nights a week, beginning Nov. 28. Sponsor is also negotiating for announcements in New York and Chicago.

Royal Goes on Tour

OHN ROYAL, NBC vice-president in charge of programs, during the week of Nov. 16 will leave New York on a 17,000-mile airplane tour of Latin American countries having broadcasting systems. The primary purpose of his trip is to arrange for more programs between NBC and Central and South American countries.

Scott Towels to Start

SCOTT PAPER Co., Chester, Pa. (paper towels) on Jan. 20 will start a variety program on a NBC-Pacific Red network stations, Wednesdays and Fridays, 3:45 p.m. PST, programs to run 26 weeks and originate in San Francisco. J. Valter Thompson Co., New York City, is the agency.

Sظن Brothers Inc., Detroit (paint) is recording a 15-minute NBC television spot to be placed on some 60 stations through local dealers. Maxon Inc., Detroit, is the agency.

David Sarnoff, RCA president and NBC board chairman, has donated $5,000 in cash as a personal gift to be used for scholarships to the 6th anniversary alumni fund of Press Institute, Brooklyn, of which he is a luminary.

Direct Mail Tiein

WITH broadcast merchandising show on an established basis nearly every campaign on NBC gets "this added impetus to sales," E. P. Inderson, promotion manager for NBC, declared at a recent meeting of the Direct Mail Advertising Association.

Taking a fictional "American Soup Co." as an example, Mr. James described a merchandising campaign and its relation both to radio and direct mail, in this way: "First, the American Soup Co. wants to build an audience right from the start. To accomplish this, it will use some things not in the direct mail category, such as spotlights and advertising tie-ins and addresses at conventions. But, realizing the importance of direct mail too, the company will give each employe five program announcement postcards and ask them to mail the cards to friends. They will use stickers on the company mail, etc., etc.

The Use of Tie-ins

"SECOND, the American Soup Co. wants to capitalize on and enhance the sales value of the program, so they use broadsides to dealers, which are convertible into window stickers; a special article in their house organ; a booklet to offer over the air; weekly bulletins for salesmen and other employees; a salesman's portfolio to be used by salesmen, etc., etc.

"I said that the need for the use of broadcast merchandising was recognized, established. That's true. But it is of special importance to this group of direct mail users and suppliers is the need for still better planning in direct mail radio tie-ins. From the minute an advertiser decides to go on the air—and as far ahead of the initial broadcast as possible—he should organize and plan his broadcast merchandising. It is not right to wait and have broadcast merchandising gets started after the program is on the air. Probably the most important and most effective time in the weeks of the first few broadcasts.

"Mr. James told of the 2,000,000 entries being received each week by American Tobacco Co. in its Hit Parade contest for Lucky Strike cigarettes and told of the distribution of 20,000,000 entry blanks in six weeks.

Bigelow Carpet Discs

BIGELOW-SANFORD CARPET Co., New York, has offered dealers a series of eight transcriptions for local placement, along with continuity and detachable material. Programs are based on the company's autumn campaign on Mutual network. Theatre tie-ins, sample folders and other material are included in the "Christmas package," as Bigelow terms its offer.

BROADCASTING • Broadcast Advertising

Good Reading for Alert Advertisers

by WTCN

A Serial Story Entitled "WE ARE GOOD"

WITH PROOF

CHAPTER FOUR

ST. PAUL DISPATCH-PIONEER PRESS
AND MINNEAPOLIS TRIBUNE STATION

FREE & PETERS, INC.
(Previously Free & Steininger, Inc.)

November 15, 1936 • Page 67

www.americanradiohistory.com
C.C. Group Meeting

A MEETING of the Clear Channel Group of 13 stations operating on exclusive waves has been called for the Palmer House, Chicago, Nov. 21, on which property rights in news were established, there was the question of piracy prior to decision further findings. Justice Brandeis, Mr. Pemberton declared there was "no fraud" pointed out that the information was procured by a copy of a newspaper few small portions of the news thereafter were broadcast.

"The Associated Press," he continued, "contains no right to use newspapers because its full commercial value had not been exhausted in that community. This is the only thing there is to this case."

Chief Justice Hughes asked where the damage occurred, and Mr. Pemberton said the AP tended that "we should not use the news because it had reached all the subscribers."

"We claim that no damage has been shown to the Associated Press," continued the attorney. He added that it was "mere speculation" to say that broadcasting news increases the circulation of newspapers. If that were true 90% of the newspapers would not have established their own radio stations."

WNOX

ALONE COVERS THE RICH
WNOX-KNOXVILLE MARKET

RETAIL SALES
$117,745,000

KNOXVILLE, TENN.

WABY

NBC BLUE ALBANY OUTLET

NOW ON THE AIR WITH
NEW COLLINS TRANSMITTER

INTENSE COVERAGE

Page 68 • November 15, 1936

BROADCASTING • Broadcast Advertising
barbershops in a city, Mr. Davis responded: "I don’t think it would be any less piracy because the audience was so limited. If that was done within the period in which the news was still of value, I think it could be enjoined."

"Do you object to broadcasting the language of the facts?" Justice Brandeis asked.

"I object to piracy of our formulation of the facts," Mr. Davis declared, asserting that the radio stations are "competitive solicitors of advertising."

"Firing" of news of this character, Mr. Davis added, might in time place newspapers at the mercy of the radio stations. The damage, he declared, was a question not only of actuality but of potentiality, on the theory that the news picked up by KVOS had monetary value and had been colluded at substantial cost to the AP.

The issue the court must decide is whether it will allow a permanent injunction by which KVOS, and as a consequence, all other stations, would be restrained from broadcasting its exclusive news service up to 18 hours after publication. The circuit court had, in granting the injunction, held that KVOS not broadcast any AP news for the period following publication of any news; for newspapers and news broadcasting of the news to KVOS' most remote auditor may damage the complainant's paper business of procuring or maintaining their subscriptions and advertising.

Ohio Partners Seeking New 50,000-Watt Station

ASKING that WTBO, Columbus, Md., be moved off 800 kc. and onto 810 kc., M. Smith Davis and C. A. Thompson as "The Ohio Farmers Broadcast Co." applied to the FCC Nov. 12 for a new limited time 50,000-watt station to operate on 800 kc. at Johnstown. The application stated that the concern was a partnership and that the partners are individually and indirectly interested in construction and financing. WTBO operates daytime on 800 kc., which is the clear channel of WFAA-DBN, Dallas-Waco-Wichita Falls-Wichita-Tulsa-Enid, and during the evening on 810 kc., which is the clear channel of WCCO, Minneapolis, on which WNYC, New York operates limited time.

Shifts at WBBM-CBS

RICHARD N. CHINDBLOM, production director of the WBBM-CBS Chicago staff for the past ten months and previously an engineer for WBBM, joined the CBS Chicago staff as assistant program director of WBBM, succeeding Ben Paley, who is assuming the position in Hollywood, Bob Hafer, who recently came to Chicago from St. Louis, where he was program director of KMOH, step up to the post of production director.

In Baltimore, It's

National Brokerage Company
A National Sales Organization
Edward M. Power, Jr., President
OLIVER BUILDING :: PITTSBURGH, PA.

National Brokerage Company

Lawyers Criticize Good Will Court

BANNING of the Good Will Court, sponsored over the NBC-Red and InterCity System network by Chase & Sanborn, was recommended Nov. 11 by the New York County Lawyers Association, the directors of which approved a report of a special committee investigating the feature.

As a means of ending the broadcasts, the committee's report had recommended that a rule be adopted by the appellate division against the participation of lawyers in such activities. Simultaneously, the Association's Committee on Professional Ethics disapproved giving legal advice by radio and by mail.

The committee's report stated that A. L. Alexander, who conducts the program, is not a lawyer, and that persons acting as judges are either former judges or sitting judges in New York City. It was charged also that the presentation is one-sided and that the advice "is accompanied by the announcer's solicitation to purchase the sponsor's coffee."

Nestle's Tests on KDKA

NESTLE'S MILK PRODUCTS, Inc., New York, (Nestles chocolates) are using Style & Shopping, quarter-hour program, twice weekly on KDKA, Pittsburgh, in a test campaign. Lord & Thomas, New York, has the account.

Intense Coverage in any Section or the Entire Nation

How much of the national market are you covering?

How much additional territory could you cover profitably?

The National Brokerage Company can secure distribution for your product and give you intense coverage in any section of the country or in all sections—efficiently and economically.

It offers manufacturers of food products or grocery specialties a practical, close-contact, result-getting service without waste or lost motion. A service that will definitely increase sales and keep them on the upgrade profitably.

Charges are nominal, based on actual sales.

Inquiries are invited from manufacturers whose products are suitable for wide distribution.

A Few Simple Words!

WE have just concluded a week of gala festivities celebrating our Tenth Anniversary of friendly broadcasting service to Eastern Ohio, Western Pennsylvania and Northern West Virginia. We could elaborate on the enormous interest evidenced in the celebration—we could glory in the 6,000 WVVW favorites in action in a glorious Tenth Anniversary Jamboree celebration—but we're not. Somehow, all the thrills—all the satisfaction—all the accomplishment associated with ten years of friendly service are summed up in these few, simple words which closed one of the many congratulatory letters we received from our friendly listeners:

"I am writing these few lines in just simple words, but I hope you will understand how I have tried to tell you how much I appreciate your station and its friendly service."

There is nothing we can add to such a simple, straightforward and sincere evidence of listener loyalty, except, perhaps, to say that it is worthy of every radio advertiser's serious consideration.
Television Impresses the Radio Industry

(Continued from page 12)

nected a rather crude demonstration in Chicago in 1929. Although it is not perfect, we should realize that television is almost upon us. In my opinion, it will completely revolutionize the radio industry, especially with respect to the production of programs. RCA deserves much appreciation from the industry.

William E. Vogelback, WIRE, Indianapolis—"Comparing my impressions of the first radio performance I listened to with this latest television television impression, I am struck by the very much higher degree of perfection which the television performance had to offer. We all knew that television was here in some form. We are amazed that it has reached the stage now evident."

Ralph Miller, WKY, Oklahoma City—"To me today's television demonstration was the most interesting and absorbing thing I have ever seen. It opens up a whole new world. Television after it gets a little further along will revolutionize many forms of business, such as communications, banking, etc. The difficulties already overcome by television would seem to guarantee early general television transmission and reception."

Ray V. Hamilton, KFRO, Columbus, Mo.—"After seeing the television demonstration I am convinced that if Mr. Roosevelt had had television he would have carried Maine and Vermont also."

R. S. Thurston, KGU, Honolulu—"The demonstration was impressive, the results better than expected. This opens up an extremely interesting problem, especially to those of us located 2,400 miles southwest of San Francisco where we have mountains up to 14,000 foot elevations."

O. H. Chance, NBC chief engineer, and C. W. Horn, NBC development director, were in charge of the demonstration under President Lohr. Attending, in addition to several dozen NBC executives, were the following:


Industry Figures Invited

The NOV. 12 television demonstration, which was opened to the industry at large, brought acceptance from several hundred persons. It was held under auspices of the RCA Mfg. Co., with J. R. Baker, chief of transmitter sales in charge. The acceptances came from the following, among others:


New Jersey—Norman Reed and Martin Griffin, WPO, Atlantic City; Paul H. Lacy, WAXY, Jersey City; WJRE, Jersey City; N. Wilson, WZV, Zarabeth; Paul Warner and P. M. Burnham, WHOM, Jersey City.


(Continued on page 77)
TELEVISION SCANNING ROOM — This photograph shows the film projection machine in the television broadcasting room, with the television projector behind the camera. In this subject, film sections will undoubtedly furnish a large part of the program material for the television, just as transcriptions now provide much of the program material for sound broadcasting. This is probably how the projection room of the average radio station will look when sight joins sound.

Magazine, Newspaper Radio Editors Favorably Impressed by NBC Television

By ROLAND C. DAVIES

APPROXIMATELY 275 magazine and newspaper radio editors from New York and surrounding cities were taken behind the scenes of television Nov. 6 by RCA and NBC in New York for their first glimpse of visual broadcasting under practical field conditions, representing a complete program built for entertainment value as well as for a demonstration of transmission.

The 48-minute television program, well-rounded in its entertainment quality with the combination of “television” addresses by David Sarnoff, NBC president, and Lenox R. Lohr, NBC president, moving pictures and studio acts of entertainment, was received highly favorable reaction among the radio editors as to the future of visual broadcasting as an entertainment medium.

The acts or the performers in the NBC studio won the greatest praise from the radio writers as programming which would be of the type to win public interest.

Large Tube Shown

A FEATURE of the demonstration was the first showing of a new 12-inch receiving tube which reproduced a picture on a 7 ½ by 10¼-inch screen, the largest screen yet employed which is capable of commercial adaptation. The pictures on this new screen were reproduced in yellowish tones which seemed more restful to the eye than the green screens that have been used on the previous 6½ by 7¼-inch sets with a 9-inch kinescope. Three sets with larger screens were interposed with a dozen sets with smaller screens in the receiving studio.

Another feat of the demonstration was a film reproduction by television of a tour through the NBC Television Studio in the RCA Building, showing the construction of the studio area specifically adapted to television technique, taking of television pictures in the studios and the transmitter station on the Empire State Building. One of the “hits” of the program was the singing of Hildegard, “the Television Girl,” who played in one number her own piano accompaniment. An excellent bit of tap dancing by another performer and comedy dialogue and singing by the Inskots, a colored quartet, also demonstrated the versatility of televised programs.

The program developed applause just as occurs in motion picture theatres. The singing of President Roosevelt in a news film produced a burst of applause, while the appearances of Betty Goodwin, of the NBC Press Department, who is now designated NBC television announcer, were received cordially.

To SAC The Views

RCA President, David Sarnoff, disclosed in an address from the television screen that RCA is planning to expand its field tests by increasing the number of observation points in the New York metropolitan area and by raising the standards of transmission. He declared that RCA will rearrange its present transmitting and receiving apparatus with 243-line definition to adopt a 441-line definition standard. While this will mean the rebuilding of the present equipment, Mr. Sarnoff said that standards cannot be frozen prematurely or progress will be prevented. He noted frequently changing standards means rapid obsolescence of television equipment.

Television progress in the United States is giving this nation an unquenched position of leadership in the art, said Mr. Sarnoff, declaring, saying this leadership occurred in research, laboratory development and technical demonstration. He explained that the field tests of RCA since Sept. 1 had exceeded expectations and one location, 45 miles from the transmitter on the Empire State Building, has consistently received transmissions. He asserted that in the near future the radio horizon for television will greatly exceed the present plans of the engineers.

Daytime Television Test Expanded by Don Lee

TO TEST every daytime hour, Harry R. Lubcke, director of television for the Don Lee Broadcasting System, revised the broadcast schedule of W6XAO, Don Lee television transmitter in Los Angeles, effective Nov. 9, when W6XAO went on the air continuously from 8:30 a.m. to 6:30 p.m. to enable members of the Don Lee staff and others to check image-reception throughout the day. Following this initial transmission, a regular weekly schedule was inaugurated, calling for programs each Monday, from 9 to 10 a.m.; Tuesday, 10 to 11 a.m.; Wednesday, 11 to 12 noon; Thursday, 12 noon to 1 p.m.; Friday, 1 to 2 p.m., and Saturday, 2 to 3 p.m. This accomplishment complements the objectives of the all-day test, throughout the various days of the week. The evening transmission of W6XAO remains the same, starting at 6:30 p.m. daily except Sunday. Starting Nov. 10, KFI, Los Angeles, began operating simultaneously with W6XAO, transmitting the voice accompaniment to the W6XAO images from 3:30 to 4:45 p.m.

Daytime Television Test

You, Or A Series Of On The New York Market!

KIRO LOOIE SAYS:

"I'll pay you to see what we have to offer."

NATIONAL REPRESENTATIVES

John Blair & Co.

NEW YORK CHICAGO

DETOIT SAN FRANCISCO

Mount Morris Park, in New York's Spanish Colony is less than 1/2 sq. mile in area but contains a larger population than Pasadena, Calif.

The United States Census for the Spanish-speaking population of greater New York lists only natives of Spain, Central and South America and the West Indies for a total of 41,252. There are, however, more than 100,000 Porto Ricans and Cubans as well as many Mexicans and Portuguese not officially tallied.

Full Staff for Foreign Language Productions Available

WBXH Programs Are Based On The Estates of

Prospect

A NEW APPROACH TO THE NEW YORK MARKET

1000 WATTS DAY AND NIGHT

November 15, 1936 • Page 71

www.americanradiohistory.com
Accident Is Fatal To Hill and Mather

CHARLES A. HILL, general manager of WIBM, Jackson, Mich., and Don Mather, commercial manager of the station, were killed Nov. 4 in an automobile accident while en route from Jackson to Detroit. The car, according to eyewitnesses, was traveling at a high speed when it overturned after hitting a barricade on the road. Al Poole, driver of the car, suffered leg fractures.

Mr. Hill, a radio engineer, took over management of the Jackson local in 1933, after having worked on the technical staff of CKLW, Windsor-Detroit. Prior to that, he was with NBC in Chicago. The station is owned by Herman Rader of Detroit. Mr. Hill died while being taken to the hospital. He leaves a wife and three children. He was quite active in industry affairs and participated in the organization of National Independent Broadcasters, local station organization, two years ago.

Mr. Mather, 27, was killed instantly. His body was pinned in the wreckage. He joined WIBM three years ago as a salesman.

Washing Machine Spots

HURLEY MACHINE Co., Chicago (Thor washers), is using a one-minute transit break announcements, beginning Oct. 19 and running five days a week for nine weeks, on WMAQ, WIR, WJJD, WINO, KOMO, KGW, KFRC, KPI and KDKA in a pre-Christmas campaign. Agency is H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Back in Congress

Both of the “broadcaster members” of Congress, who during the last session were returned to the House during the elections this month. They are Karl Stefan (R-Nebraska), former news commentator on WJAG, of Norfolk, Neb. and Fred E. Mather, commercial manager of WNAX, Yankton, S.D., who was a Republican candidate for the Senate in that state, and until the last ballots were counted, appeared to be the winner. He lost, however, to the incumbent Democrat, Senator Bu.

Florida Citrus on 25

FLORIDA CITRUS COMMISSION, Lakeland, Fla. (citrus fruit) is using 25 stations in its spot radio campaign, which started during the week of Nov. 2. The program is titled Florida’s Treat and features Harry Richman as master of ceremonies and Rich’s orchestra and guest stars. Three quarter-hour transcriptions are broadcast each day; Monday through Fridays, and the series will run for 26 weeks. Stations on the program include: WTIC, WRC, WBBM, WHAS, WSMB, WCBS, WBBR, WHAM, WJR, KKXW, WBN, WGY, WBF, WBT, WLB, WTAM, KYW, WCAE, WJAR, WMZ, WS, M, WTV, WSB, WHAM, WTMJ.

McKesson & Robbins Tests

McKESSON & ROBBINS Inc., Bridgeport, Conn., effective Feb. 1 will advertise through Brown & Tarcher Inc., New York, on behalf of Calox toothpowder, Ithab and Kodak products, and Abbott and Sol. A test spot campaign is planned for Calox, Ithab and Yodara.

Lahr on Television

(Continued from page 12) the intimacy of the home permitted close attention and proximal viewing of the pictures. The tube framing the greenish-tinged picture, said Mr. Lahr, designed to last 2,000 hours. It said he thought the tube ought to be interchangeable in each set. He "guessed" that the initial price of receivers would be perhaps $450, scaling down to $20 as mass production and competition get well under way.

Network television will come either by means of shortwave relay stations or by the coaxial cable. The first experimental line of which has already been laid by A. T. T. between New York and Philadelphia and a one-mile length which now connects the Radio City television studios with the Empire State transmitter. NBC said Mr. Lahr, is already studying the possibility of a regional network from New York to Boston and Washington, but network expansion of television will be slowed up, he said, by the enormous cost and will take considerable time.

As for television as an advertising medium, Mr. Lahr said "I will sell more goods than sound radio now does. The public, he said, now tolerates most commercial announcements. When a sponsor is an automobile manufacturer, for example, he can demonstrate his company's car, for instance, by means of pictures to those who will listen with explanations, advertising possibilities are boundless. Asked when the NBC station should make ready to install television transmitters, Mr. Lahr declared his company will keep it affiliates fully apprised of all developments henceforth. It is impossible as yet, he said, to calculate the cost factors. From the other offical source, it was learned by Broadcasting that RCA has the intention of selling its apparatus to NBC affiliates alone; vis-a-vis broadcasting equipment, it was stated, will be sold to all licensees of the FCC who desire to buy it. It was disclosed that RCA is not planning to standardize its 343-line images, but will soon begin rebuilding the present apparatus to come up to the specifications of the Manufacturers Association's industry-accepted standard of 44 lines. This will mean a revamping of present equipment at a great cost, and even the 70 stations now in use by RCA and CBS officials will become obsolete.
We have not been able to display this page correctly. It appears to be a scanned document with text that is not clearly visible or legible. We recommend trying to upload a more clear image or text. If this issue persists, please contact support for further assistance.
Elaborate Pickups Are Staged by NBC

TWO unusual feature broadcasts, carried over NBC networks, fascinated the foreign radio notables who came over for NBC's tenth anniversary celebrations—one on Nov. 11 being a two-way short-wave rebroadcast to and from Rome while they were flying from Niagara Falls to Washington in two airplanes, and the other on Nov. 9 comprising pickups from 15 different points.

Robert Jardillier, French Minister of Communications, and Maurice Rambler, president of the International Broadcasting Union, were in the airplanes and listened in while David Sarnoff, at his desk in Radio City, spoke with Senator Marconi in Rome; then Senator Marconi spoke with M. Jardillier and M. Rambert and others in the planes while John B. Kennedy, Max Jordan and Fred Bate acted as commentators. The broadcasts came through very clearly, though there was some "fuzz" from Rome.

On Nov. 9, Kurt Sell, U. S. representative of the German Broadcasting System, carried on a two-way conversation with Roderick Dietze, announcer in Berlin, as did H. P. Palmer, of New Haven Railroad, while Mr. Sell and Mr. Palmer were aboard the streamliner train Comet out of Boston and Mr. Dietze was on the Flying Hamburger, both trains being under way at about 80 miles an hour. On the Comet were John McNamara, WBZ announcer; William Card, NBC program department; Charles S. Young, assistant manager of WBZ; George Harder, WBZ press representative; Donald Stanier and Robert Duffield, WBZ engineers.

During the 60-minute program, there were also pickups from Jack Fraser and Cameron Kline aboard the submarine S-58 off Sandy Hook; a KOA crew atop Pike's Peak; George Hicks describing Radio City and Fifth Avenue from the NBC mobile transmitter car; Ted Kimball describing an Army tank drill at Fort Meyer near Washington; Charles O'Connell talking from the New York-New Jersey midtown tunnel; from a Cleveland Police Department radio cruising car; a pickup from the U. S. Coast Guard cutter Pontchartrain; a description of the new San Francisco-Oakland bridge, and a relay from a squadron of Navy planes flying over San Diego.

A Recognized Consulting and Engineering Service for Established Stations and New Station Applicants

- **FC2 Frequency Control Unit**
  - APPROVED BY F.C.C.
- **Tru-Axis LOW Price Crystals**
  - APPROVED BY F.C.C.
- **Precision Frequency Measurements**

Our Measurements Are Acceptable to the F.C.C.

WRITE FOR BULLETIN NO. B-14

COMMERCIAL RADIO EQUIPMENT CO.
216 EAST 74TH STREET
KANSAS CITY, MO.

November 15, 1936 • Page 75
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

OCTOBER 31 TO NOVEMBER 13, INCLUSIVE

Decisions

NOVEMBER 10

APPLICATIONS GRANTED:

KFCG, Oklahoma City.—CP move trans., station new equip., vert. radiator.
WSBN, Allenstown, Pa.—CP new equip., vert. radiator.
WOCO, Meridan, Miss.—CP change equip., WCAJA, Allenstown, Pa.—CP new equip., vert. radiator.
WCAZ, Carthage, Ill.—CP change equip., increase D to 250 kW.
WFRC, Altoona, Pa.—CP new equip., vert. radiator, increase D to 250 kW.
WAYX, Waycross, Ga.—License for CP new equip., vert. radiator, increase D to 1500 kW.
KFPP, Spokane—License for CP change trans., site, new equip., vert. radiator, increase D to 1500 kw.
KYYC, Merced, Calif.—License for CP new equip., vert. radiator.
KHQ, Spokane—Mod. CP new equip., vert. radiator.
WATD, Quincy, Ill.—License for CP new equip., vert. radiator.
KMAC, San Antonio—Amended CP move trans., locally, new equip., vert. radiator, reduce D from 500 to 250 kW.
KIS, Oakland, Calif.—CP move trans., radio studio, new equip., vert. radiator, increase D to 250 kW.
WIBX, Utica, N. Y.—CP move trans., locally, new equip., vert. radiator, reduce D from 500 to 250 kW.
KFBQ, Salem, Ore.—License for CP new equip., vert. radiator.
WGBR, Burlington, Vt.—License for CP new equip., vert. radiator, increase D to 250 kW.
KXQ, Portland, Ore.—License for CP new equip., vert. radiator.
WKQX, Fowler, Kan.—License for CP new equip., vert. radiator.
KCMC, Terre Kana, Ark.—Mod. CP trans., studio site, vert. radiator.
KBAY, Bay City, Mich.—CP change equip., increase D to 250 kW, vert. radiator, increase D to 1500 kW.
KBRC, Abilene, Tex.—License for CP new equip., vert. radiator.
Wempor, 1a.—Auth. transfer control from Palmer School of Chiropractic to R. J. Palmer & D. Palmer.
KMAC, San Antonio.—Amended CP move trans., locally, new equip., vert. radiator, increase D to 250 kW.
KWS, Oakland, Calif.—CP move trans., radio studio, vert. radiator, increase D to 250 kW.
WIBX, Utica, N. Y.—CP move trans., locally, new equip., vert. radiator, reduce D from 500 to 250 kW.
KFBQ, Salem, Ore.—License for CP new equip., vert. radiator.
WGBR, Burlington, Vt.—License for CP new equip., vert. radiator.
KXQ, Portland, Ore.—License for CP new equip., vert. radiator.
Wempor, 1a.—Auth. transfer control from Palmer School of Chiropractic to R. J. Palmer & D. Palmer.

APPLICATIONS DENIED:

KARR, Denver—CP new equip., vert. radiator.
KWVT, St. Louis—CP new equip., vert. radiator.
KYYC, Merced, Calif.—License for CP new equip., vert. radiator.
KPRC, San Francisco—CP new equip., vert. radiator.
K-lo, Alton, Ill.—License for CP new equip., vert. radiator.

APPLICATIONS AMENDED:

KFF, Fort Worth—Mod. CP move trans., vert. radiator, increase D to 250 kW.
KRVX, Detroit—License for CP new equip., vert. radiator.
KMBW, Bolton—License for CP new equip., vert. radiator.
KCRQ, Rialto, Calif.—License for CP new equip., vert. radiator.
KSM, New York—License for CP new equip., vert. radiator.
KXO, Occidental, Calif.—License for CP new equip., vert. radiator.
KXQ, Portland, Ore.—License for CP new equip., vert. radiator.
KXQ, Portland, Ore.—License for CP new equip., vert. radiator.
KFBQ, Salem, Ore.—License for CP new equip., vert. radiator.
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Impressed by Television
(Continued from page 70)

WATF, Providence—License for CP move out, trans., and antenna. Increase 1 1000 kw D 3 directional.

WACK, Detroit—License for CP move out, new antenna and station move.

WDBJ, Roanoke—License for CP move out, new antenna, 150 kw D 1 directional.

KQSB, Kearney—License for CP move out, new antenna, 5 kw D 4 directional.

KLF, La Crosse—License for CP move out, new antenna, 100 kw D 3 directional.

WBF, Wilkes-Barre—License for CP move out, 5 kw D 3 directional.

WAV, Wilkes-Barre—License for CP move out, new antenna, 2500 kw D 1 directional.

KHF, Fort Worth—License for CP move out, new antenna.

KUTI, Kansas City—License for CP move out.

KBBM, Minneapolis—License for CP move out.

KCMO, Kansas City—License for CP move out.

KDMI, Des Moines—License for CP move out.

KWMU, Burlington—License for CP move out.

KQKI, Fort Wayne—License for CP move out.

KOMA, Oklahoma City—License for CP move out.

KRMJ, Jackson—License for CP move out.

KWTU, Tulsa—License for CP move out.

KMBX, Graham—License for CP move out.

KQED, San Francisco—License for CP move out.

KVOE, El Dorado, Ark.—License for CP move out.

KNBC, Los Angeles—License for CP move out.

WGNR, Chicago—License for CP move out.

KNEI, Grand Island—License for CP move out.

WNCM, Petersburg—License for CP move out.

KQBR, Dubuque—License for CP move out.

KFW, Fort Worth—License for CP move out, new antenna.

KAKA, Miami—License for CP move out, new antenna.

KIRA, Columbia—License for CP move out, new antenna.

KGIN, Hammond Ind.—License for CP move out, new antenna.

KMLB, Monroe, La.—License for CP move out.

WABC, New York City—License for CP move out.

WAVX, Valdosta—License for CP move out.

WQAM, Miami—License for CP move out.

KQRB, Des Moines—License for CP move out.

KJKV, Yakima—License for CP move out.

KBBG, Burlington—License for CP move out.

KDSI, Dallas—License for CP move out.

KQQE, Omaha—License for CP move out.

WJES, Joplin, Mo.—License for CP move out.

KXIV, Minneapolis—License for CP move out.

WBNY, Buffalo—License for CP move out.

WAVX, Valdosta—License for CP move out.

WQAM, Miami—License for CP move out.

KBBG, Burlington—License for CP move out.

KDSI, Dallas—License for CP move out.

KQQE, Omaha—License for CP move out.

WJES, Joplin, Mo.—License for CP move out.

KXIV, Minneapolis—License for CP move out.

WBNY, Buffalo—License for CP move out.

WAVX, Valdosta—License for CP move out.

WQAM, Miami—License for CP move out.

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KDSI, Dallas—License for CP move out.

KQQE, Omaha—License for CP move out.

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WBNY, Buffalo—License for CP move out.

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WQAM, Miami—License for CP move out.

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WAVX, Valdosta—License for CP move out.
COOPERATION of 39 independent gasline dealers in San Fernando Valley, about 20 miles from Los Angeles, made possible Valley Varieties which started Nov. 1 on KEHE, Los Angeles, one evening half-hour a week for a year. The Valley newspaper Los Angeles agency, handles the campaign for the independent dealers and for Andrews & Yeates, the distributors.

The program each week ends with a motto or a jingle which fans can copy and rush to a nearest valley station. The first fan to sing in the announced motto or jingle all copied to the station designated receives a $10 gasoline coupon book. A different station is designated on each broadcast.

IOWA Network, operating KSO and KRNT, Des Moines, and WMT, Cedar Rapids, has enlarged its merchandising and promotion activity to include illuminated display cases and boards in station lobbies; merchandising bulletins to grocers, druggists and other retailers; folders for dealer meetings; booths at conventions and trade promotions; special proroged letters to dealers; 26 billboards on arterial highways; with copy changed daily; and a monthly contest award of a score of theatres; cars cards on the outside of 150 Des Moines street cars; newspaper publicity in the associated Des Moines Register and Tribune; programs calling attention to station features; trade publication promotion.

TAVANNES OF AMERICA Inc., New York (watches), in conjunction with its recently inaugurated West Coast campaign, has launched a weekly prize program of a contest to listeners who send in the prize winning sentence in a contest designed to the merits of Tavannes timepieces. The sponsors, through Milton Weinberg Co., Los Angeles agency, are using the script Split Second, for a series of 13 programs originate at the studios of KKN, Hollywood, and are issued to the Don Lee-CBS network.

KFWB, Hollywood has started a newspaper and billboard campaign for "The New KFWB".

NASH MOTOR Co., Kenosha, Wis. (automobiles), has had radio redi rected and a shoe show and suggests that dealers invite their prospects to come in and listen to the company's Speed-Shoe broadcast Saturday evenings on CBS, right there where they can look over the cars as they listen. Every Monday each dealer receives a postcard advising him of the stars to be heard.

BOWMAN DAIRY Co., Chicago (dairy), will promote its radio series on WGN, Chicago, with bottle hangers to be distributed to some 300,000 Chicago homes by Bowman milkmen the morning of Dec. 9, date of the opening broadcast. Wagon cards and three bulletins on the company's billboards will also be used to advertise the program. Agency is W. W. F. Thompson Co., Chicago.

SANDMAN MATTRESS Corp., San Francisco (mattresses manufacturers), is awarding a $22.50 mattress every two weeks to the winner of its bimonthly amateur script contest on KYA, that city. Budding writers are invited to submit their scripts and the best one is ensuite is a $22.50 mattress. Agency, W. W. F. Thompson Co., Chicago.

K. LEE, Denver, has distributed 5,000 spike peg tops, with cords, and printed on the tops is the message: "The To Market-To Market brochures issued by WOEE, Newark, have won another award, the award of Merit of the New York Employers' Press Association. The first award was by the American Institute of Graphic Arts.

THE To Market-To Market brochures issued by WOEE, Newark, have won another award, the award of Merit of the New York Employers' Press Association. The first award was by the American Institute of Graphic Arts.

DISPLAY CASE—This illuminated decoration is one of a series used by the Iowa Broadcasting System to merchandise its programs. It promotes the Gillette Community Sing on CBS at 10 Sunday evening.
During the week preceding November Third, BBC promised listeners the most comprehensive election returns in the history of Buffalo and Western New York. WGR and WKBW were used to publicize the service with spot announcements and dramatized five minute programs. Clubs, night clubs, theaters and restaurants were sent a special mailing. Paid display advertisements in daily and Sunday newspapers reminded listeners that BBC had cleared its schedules for returns, returns and more returns!

On the evening of Tuesday, November Third, BBC Delivered.

National returns came to the studios by direct wire from New York United Press Headquarters. State returns were furnished by loop wire to Buffalo headquarters. Direct communication with City Hall basement furnished Buffalo returns the moment they were available. BBC's mobile short-wave transmitter was used to gather county returns from Democratic and Republican headquarters and to put the successful candidates on the air the moment victory was assured.

BBC established a "city desk" in the studio where returns were cleared, background material was inserted to heighten interest and comment to interpret the vote. It was a landslide of returns intelligently, completely presented.

Service of this type is the usual thing with BBC, not the extraordinary thing. Service of this type is distinctive to BBC because of its unique two-station system of operation.

Think of the possibilities in the rich Western New York market in terms of the same service that brought a landslide of listener approval to BBC on Tuesday evening, November Third.

Sponsored?—Through Addison Vars, Inc., for Goodyear-Wende Oil Corporation, Texaco distributors.

\[Image of people working in an office with a desk and papers.\]
RCA's improved Field Intensity Meter, Model TMV-75-B. Complete equipment in two carrying cases, consisting essentially of an extremely sensitive loop receiver (of superheterodyne type) incorporating a self-calibrating oscillator and battery and accessory box.

RCA's portable type TMV-75-B is a direct reading, self-calibrating meter designed for easier and more accurate field strength measurements. For station surveys, transmission tests and interference location, it features Field Intensity Range of 20 microvolts per meter to 6 volts per meter and a frequency range of 515 to 20,000 kcs.

Growing interest in measurements of field strength has resulted in the development of this new Field Intensity Meter by RCA. It is vastly superior to other types, having new features that "look to the future." These include greater stability than ever before, higher accuracy because of a newly developed circuit, extreme range of field intensity and carrier frequency.

The field intensity range is 20 microvolts per meter to 6 volts per meter! Frequency range extends from 515 kcs. to 20,000 kcs. Other fine RCA features include convenient operation, simpler than ever. Coils now plug in from front of panel and controls have been simplified. Because of method of calibration, loop constants need no measuring, thus eliminating several measuring operations previously necessary. This equipment also offers easier tuning of various circuits at high frequencies without too great a vernier action at lower frequencies.

A recent improvement in the circuit allows the use of a recording meter directly connected to the instrument without the use of intermediate tubes for the recording of field intensities.

We will gladly send you complete technical information regarding the new RCA Field Intensity Meter TMV-75-B, free, on request.